

FIG. 1-A

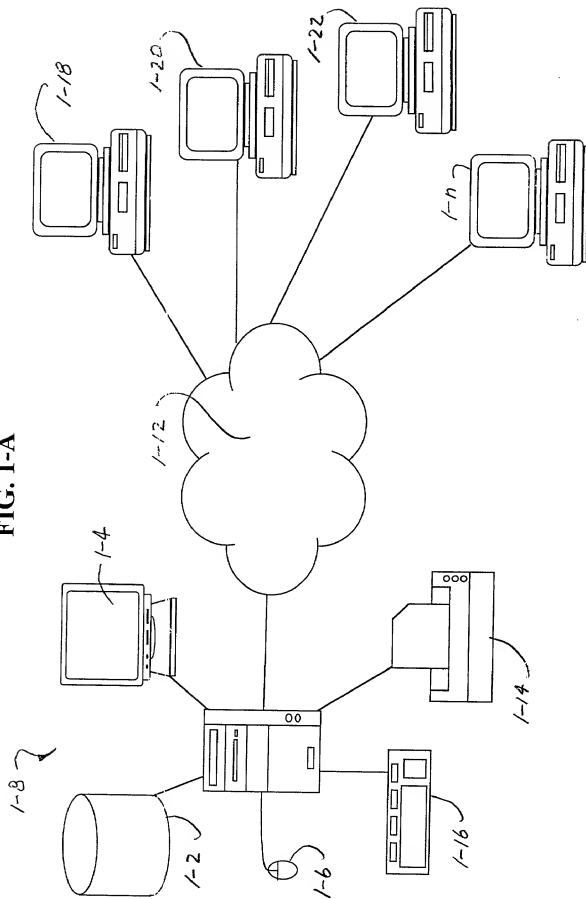
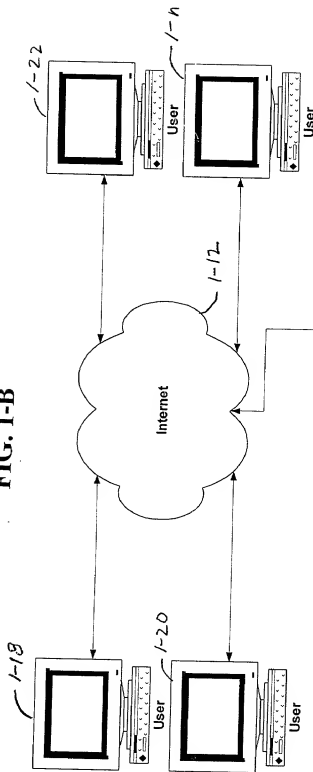


FIG. 1-B



The web servers runs on Windows NT. This machine operates as the web server and the servlet engine. The application is written in Java and uses a servlet based architecture. All Gepetto (batch) processes and e-mail handling are also run on this machine. The Gepetto processes are written in Java and run as separate threads of execution.

The database server runs on Windows NT. The database product is Oracle 8i.x. Multiple customers can be housed in a single physical DB.

FIG. 1-C

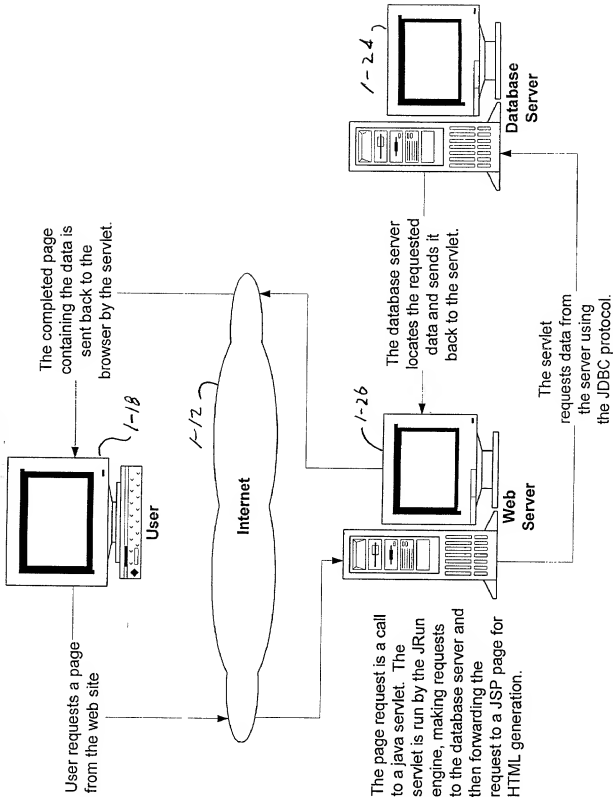
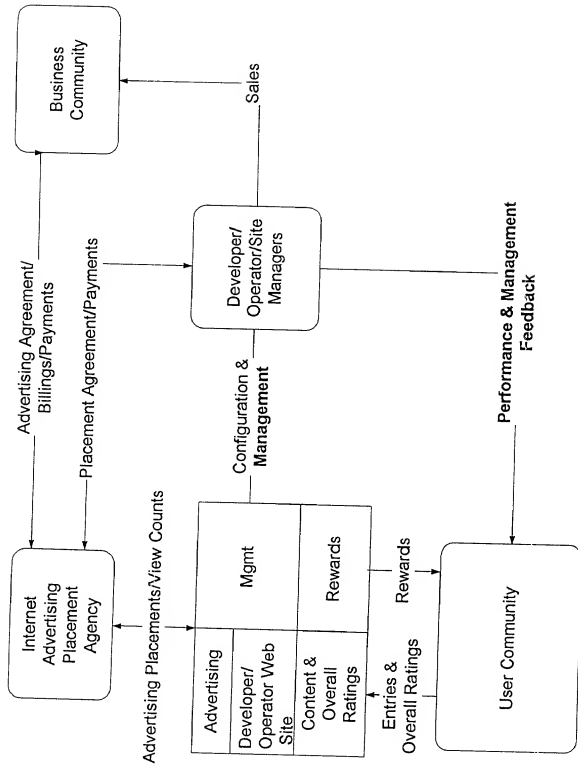


FIG. 2 (PRIOR ART)



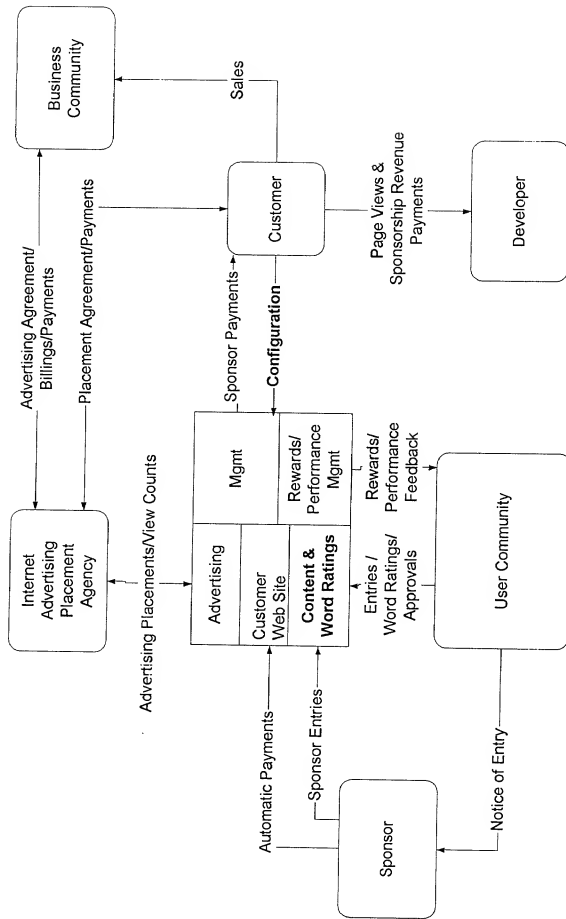


FIG. 4

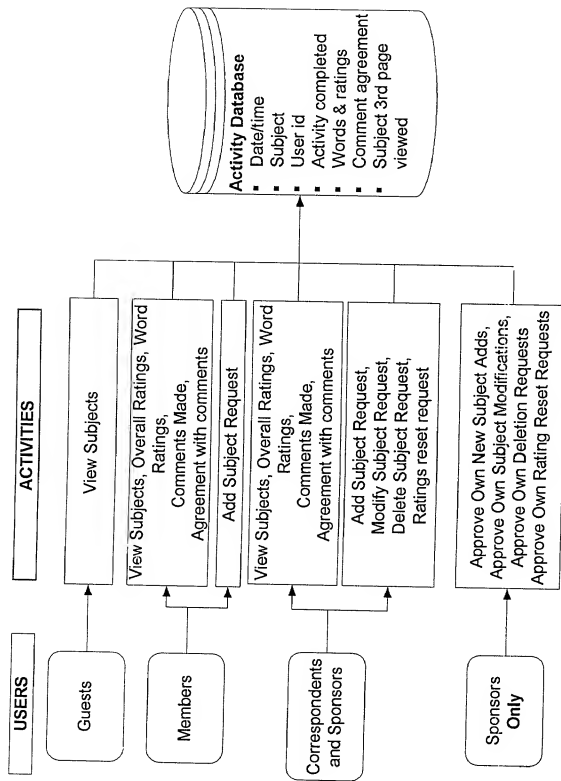


FIG. 5

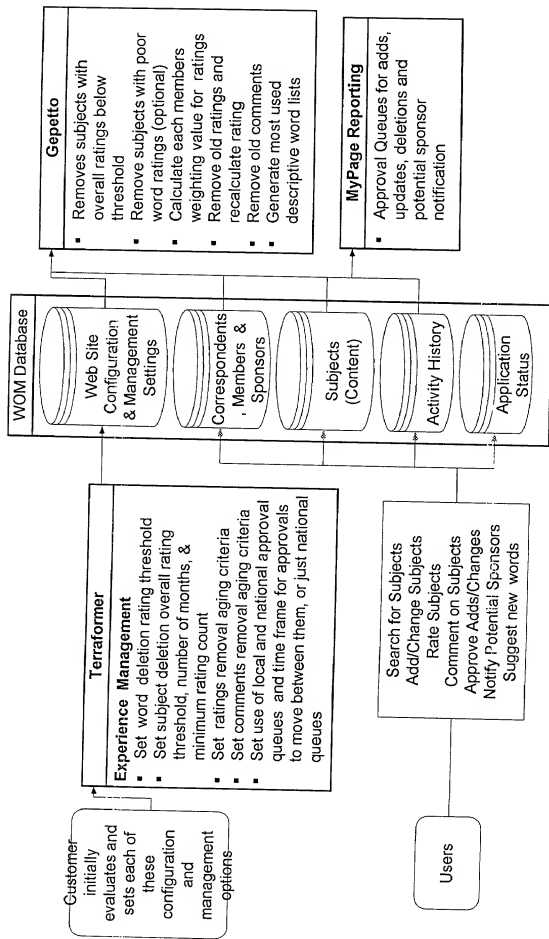
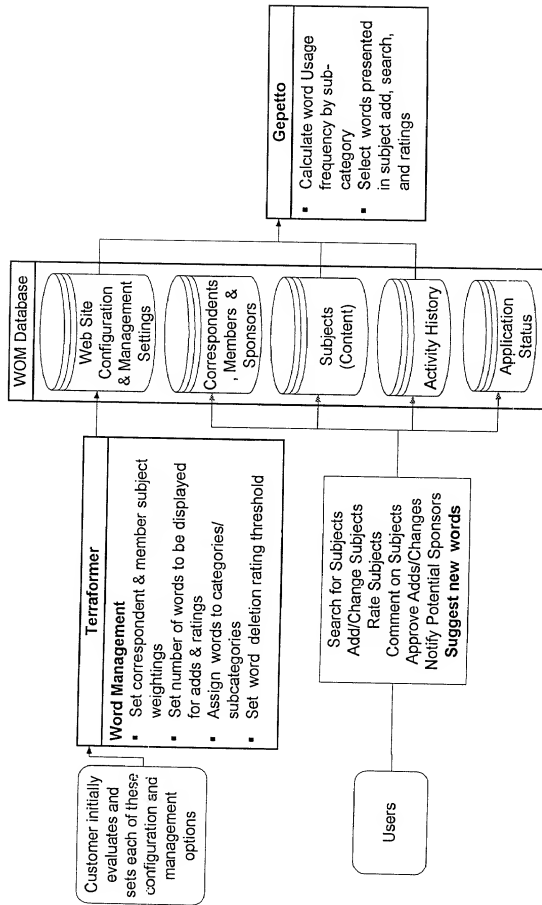


FIG. 6





9/124

FIG. 7

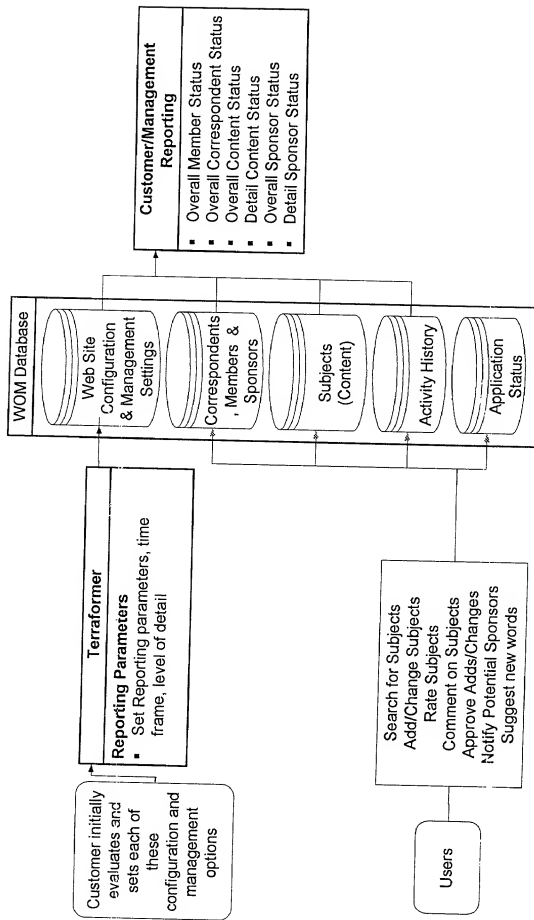


FIG. 8

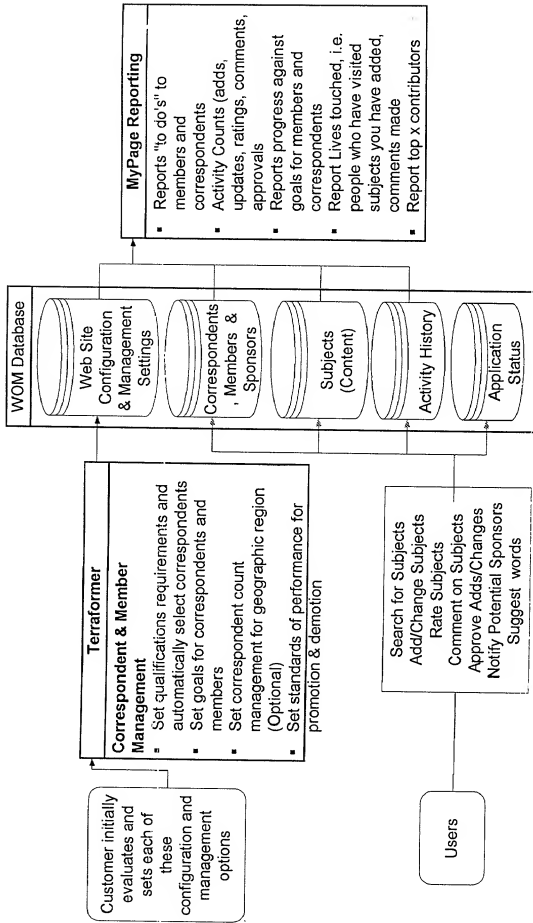
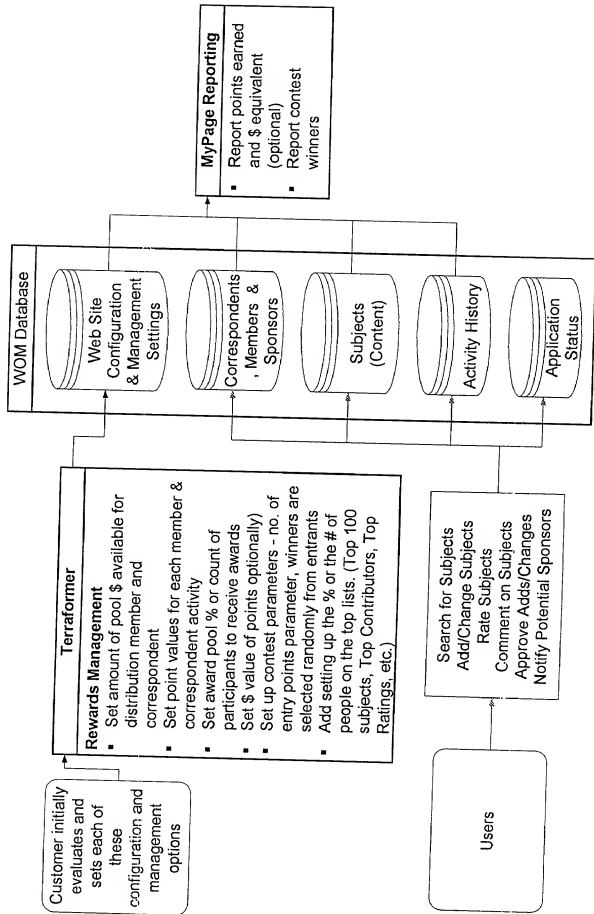
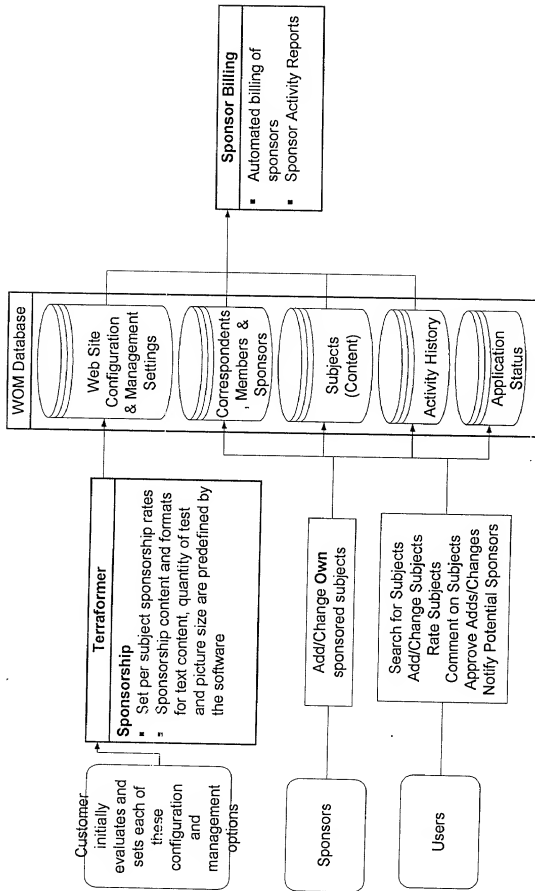


FIG. 9

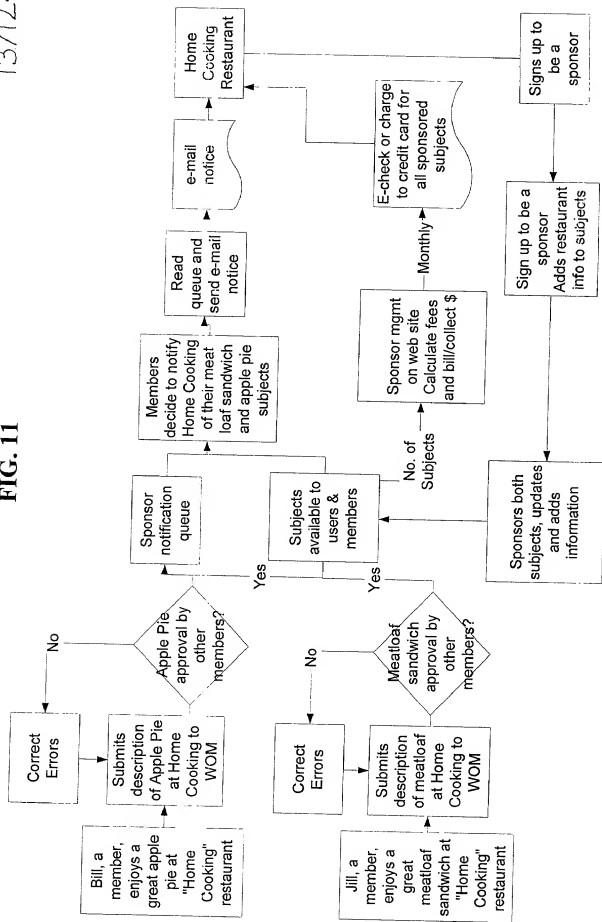


12/124

FIG. 10

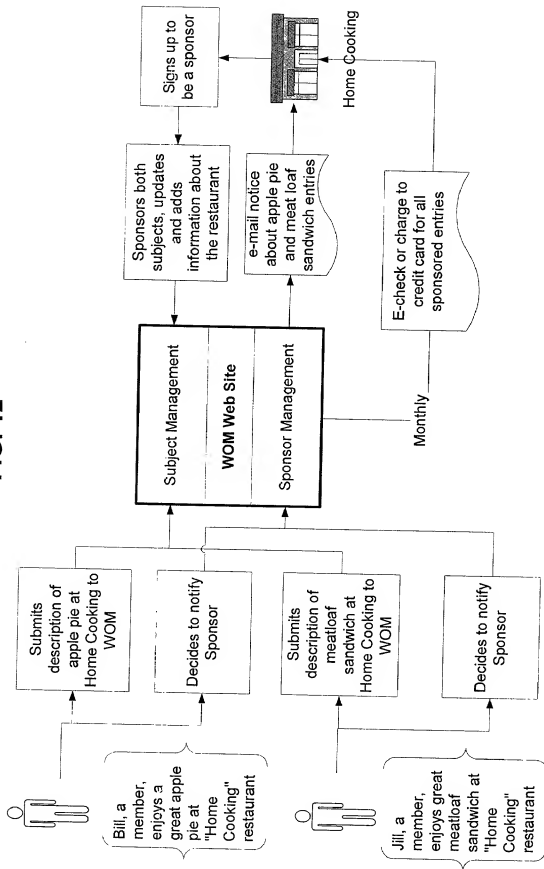


**FIG. 11**



4/124

FIG. 12



15/124

FIG. 13

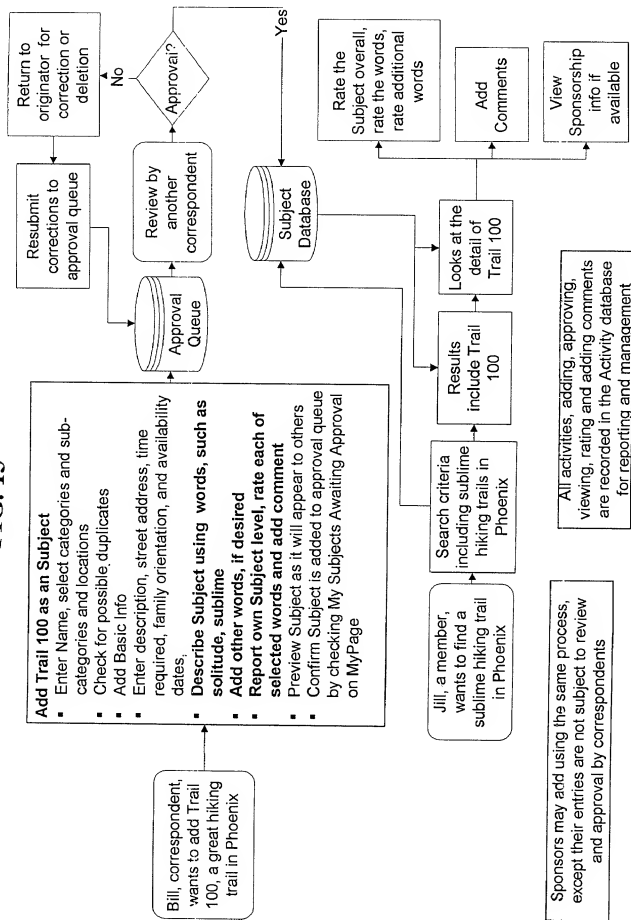
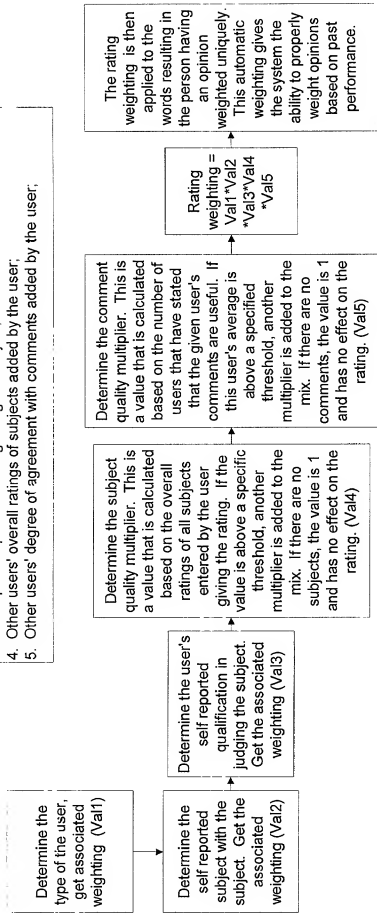


FIG. 14

Five factors are used to create a multiplication value that the system will use when weighting a rating a user has made. This value can either make the rating more or less influential. The five factors are:

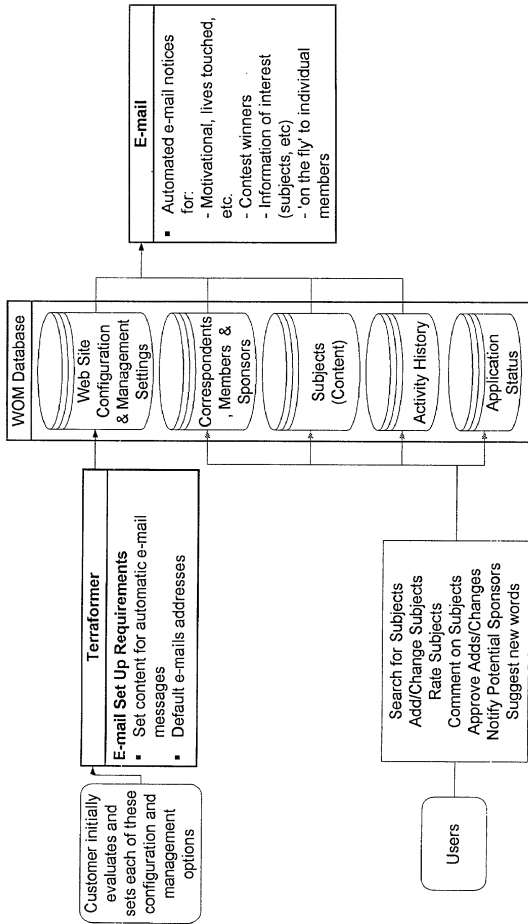
1. Their role, member or correspondent;
2. Whether they have personally experienced the subject;
3. Self-reported qualification regarding the subject;
4. Other users' overall ratings of subjects added by the user;
5. Other users' degree of agreement with comments added by the user;





17/124

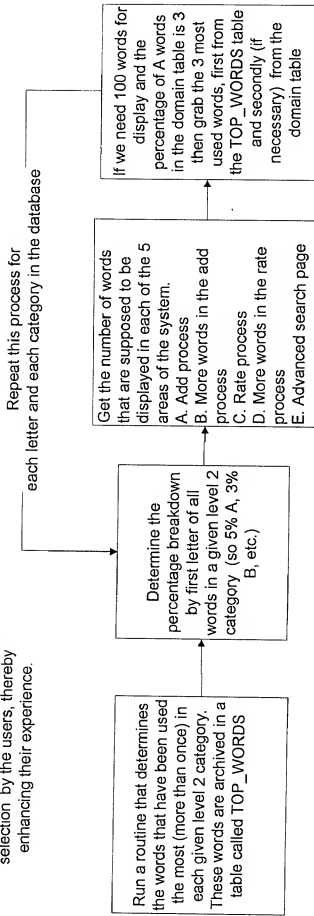
FIG. 15



18/124

FIG. 16

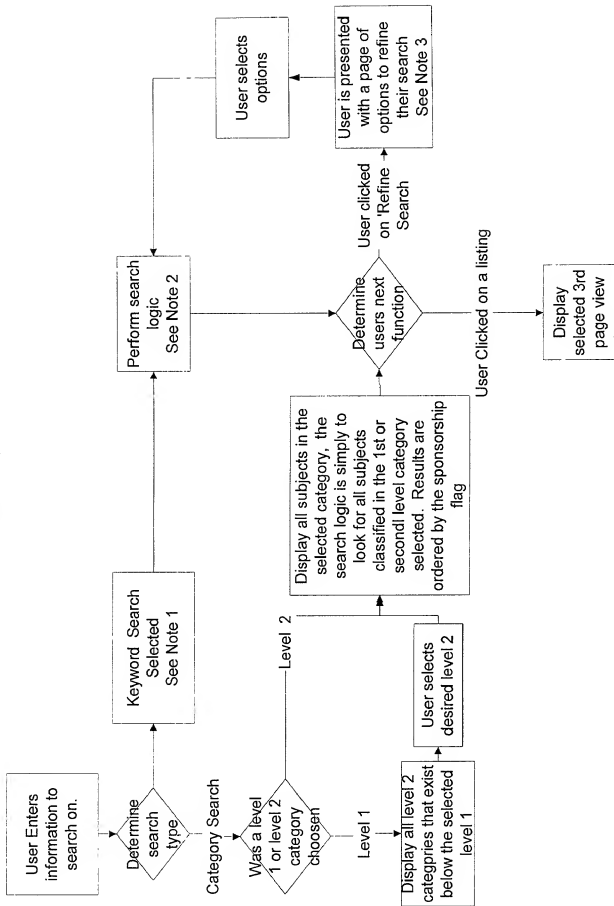
Using this promotion process, the words that get used the most would appear for selection by the users, thereby enhancing their experience.



**Assumptions:**

1. An initial pool of words has been created for a given level 2 category.
2. Once a timeframe (week), the routine described above is run to determine what words appear where in the application.

**FIG. 17**



20/124

FIG. 18

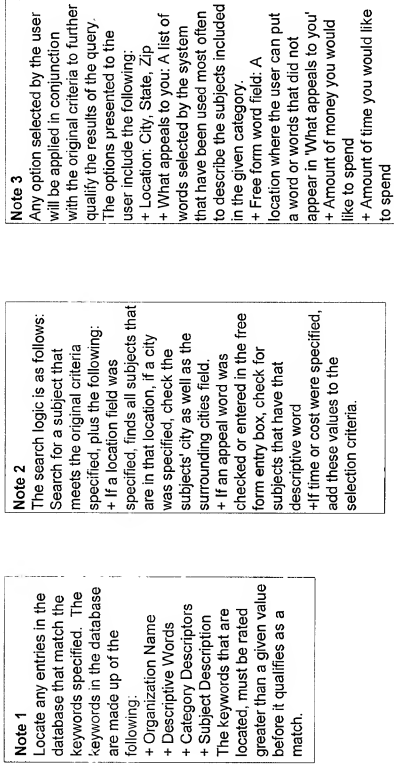
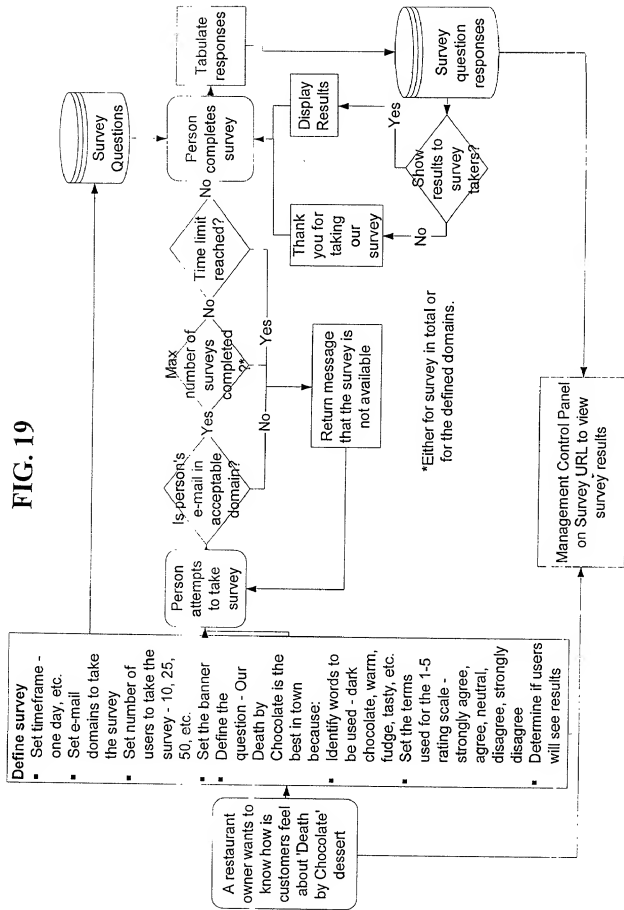


FIG. 19



22/124

**FIG. 20**

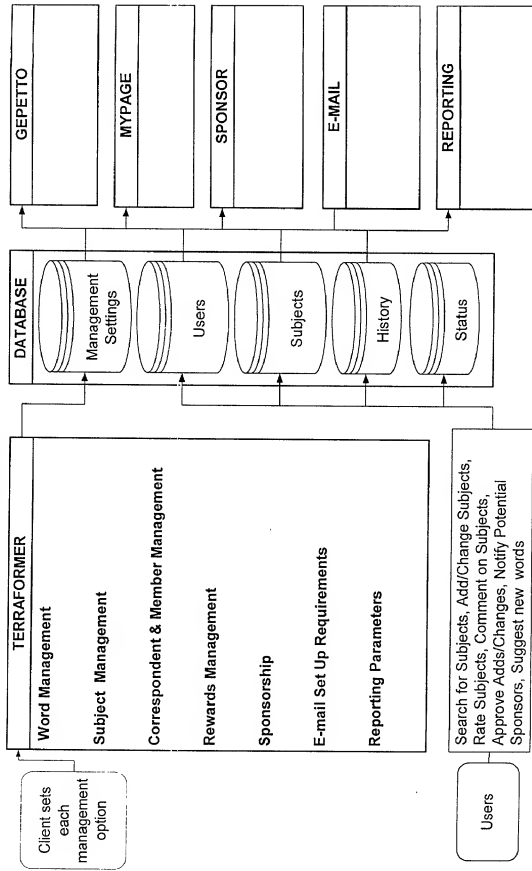
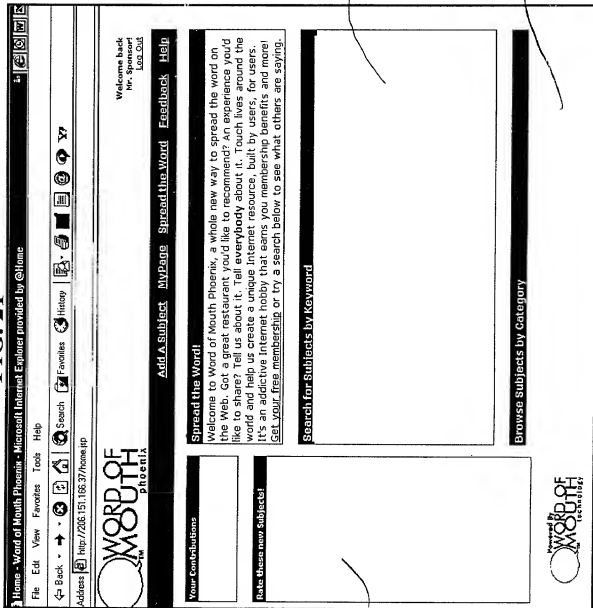


FIG. 21



21-1

21-2

21-3

FIG. 22

<b>Search for Subjects by Keyword</b>			
Type the word(s) you want to find. <input type="text"/>			
Ex: "spaghetti," "discount shoes," etc.			
Enter City, State and Country:			
City: <input type="text"/>	State: <input type="text"/>	Country: <input type="text"/>	<input type="text"/>
OR			
Enter the ZIP and search radius:			
ZIP Code: <input type="text"/>	Search radius: <input type="text"/>	<input type="text"/>	<u>What's this?</u>
			<input type="button" value="Search"/>



FIG. 23

Browse Subjects by Category		
<u>Accommodations</u>	<u>Entertainment</u>	<u>Health, Fitness &amp; Beauty</u>
<u>Bed and Breakfast, Business,</u>	<u>Amusement Parks, Art, ...</u>	<u>Alternative Medicine, Body</u>
<u>...</u>		<u>Treatments, ...</u>
<u>Restaurants &amp; Food</u>	<u>Shopping</u>	<u>Sights &amp; Attractions</u>
<u>American, Asian, ...</u>	<u>Antiques, Appliances, ...</u>	<u>Art &amp; Culture, Day Trips, ...</u>
<u>Sports &amp; Recreation</u>		
<u>Aviation, Baseball, ...</u>		

26/124

FIG. 24

Control Center		Domain Tables / Email System / Subject Management / Reports / Cepatra / Miscellaneous			
System Tables		Categories			
Accounting Actions	Accommodations	<div> <div> <div>Show Subcategories</div> <div>Move Up</div> <div>Move Down</div> <div>Remove</div> <div>Descriptive Words</div> </div> </div>			
Action Groups	Entertainment				
Age Groups	Health, Fitness & Beauty				
Banned Words	Learning & Community Life				
Bonus Points	Restaurants & Food				
Categories	Services				
Countries	Shopping				
Decline Reasons	Sights & Attractions				
Delete Reasons	Sports & Recreation				
Feedback Subjects		<div> <div>New Category</div> <div>Append</div> <div>Insert</div> </div>			
Invite Types		<div> <div>Explanation</div> <div></div> </div>			
Questions and Answers		<div> <div>Existing Category</div> <div>Visible <input type="checkbox"/></div> <div>Update</div> </div>			
Regions		<div> <div>Explanation</div> <div></div> </div>			

FIG. 25

Categories	
Top Level >> Adventures in Science	
<div> <div> <div>Astronomy and Astrology</div> <div>Aviation and Space</div> <div>Ecology and Environment</div> <div>Engineering Marvels</div> <div>Museums</div> <div>Paranormal</div> <div>Science</div> <div>Technology</div> <div>Tours</div> <div>Virtual Reality</div> </div> <div> <div>Show Subcategories</div> <div>Move Up</div> <div>Move Down</div> <div>Remove</div> <div>Descriptive Words</div> </div> </div>	<div> <div>New Category</div> <div> <div>Append</div> <div>Insert</div> </div> <div>Explanation</div> </div>
<div> <div>Existing Category</div> <div> <div>Visible <input type="checkbox"/></div> <div>Update</div> </div> <div>Explanation</div> </div>	

28/124

FIG. 26-A

### Earn Points

There are so many ways to earn points. You even earn points for activity performed by others.

#### Points earned for your activity:

- Add a subject that is published
- Rate a subject
- Comment on a subject
- Suggest improvements
- Recruit correspondents
- Send emails to friends

#### Points earned for activity performed by others:

- Every time your subject is viewed
- Every time your comment is viewed

#### Earn higher points when you become a correspondent.

[Click here](#) to learn more.

### MyPage

Take a moment to customize **MyPage** so you can see when subjects are added that match your favorite things to do and places to go.

## Become a Member

Please complete the following information (\* Indicates a required field)

**Personal Information** - [Click here to view our Privacy Policy.](#)

First, MI, Last Name

\*E-Mail Address

\*Zip / Postal Code

\*Country

\*Date of Birth (mm/dd/yyyy)

\*Gender

**Account Information**

\*User Name  (must be between 6-20 characters)

\*Password  (must be between 6-20 characters)

\*Password (again)

Password Hint

☐ Save My Password

**Customize your MyPage** - Get updates on your contribution and personal interests.

**My Interests**

A customized list of your favorite things to do and places to go.

Select 1 Category

29/124

FIG. 26-B

<p><b>My Organization</b> You can identify any organization in our website you would like to receive updates on.</p>	<p>Select up to three locations:</p> <p>Location 1</p> <div> <div>City</div> <div>State</div> <div>Country</div> </div> <p>United States</p> <p>Location 2</p> <div> <div>City</div> <div>State</div> <div>Country</div> </div> <p>United States</p> <p>Location 3</p> <div> <div>City</div> <div>State</div> <div>Country</div> </div> <p>United States</p> <p><b>My Organization</b> - a way to stay abreast on any organization listed on our website.</p> <p>Organization Name</p> <p>Organization Zip/Postal Code</p> <p><b>How did you hear about us?</b></p> <p>If you were referred by a friend, please let us know who they are so they can receive points and recognition for their referral.</p> <p>By clicking "Submit" I declare that I am at least 13 years of age, and have read and agree to the <a href="#">Terms of Use</a>.</p> <p>Submit</p>
--	--

FIG. 27-A

<p><b>Learn More</b></p> <ul style="list-style-type: none"> <li>• View our <a href="#">FAQs</a></li> <li>• View our <a href="#">Privacy Policy</a></li> <li>• View our <a href="#">Reward Program</a></li> </ul>	<p><b>Become a Correspondent!</b></p> <p><b>This is a Limited Exclusive Opportunity!</b> We are looking for real people – just like you – to help us create the first wordofmouth directory that enhances the way people share their knowledge on the Internet. You will be the inaugural Correspondents of this community and touch lives all over the world! As an Inaugural Correspondent you will:</p> <ul style="list-style-type: none"> <li>• Be the first to add, rate and review the content that will be published in this directory</li> <li>• Earn monetary rewards for your contribution</li> <li>• Earn a percentage of sponsorship revenue</li> <li>• Enjoy exclusive use of the website while creating this community</li> </ul> <p><b>Can anyone be a Correspondent?</b> Correspondents are selected by zip code, age and gender to ensure a full and unbiased range of subjects on our website. Correspondents must be US residents over the age of 18. This exclusive opportunity is limited to 6 per zip code.</p> <p><b>What are other benefits of a Correspondent?</b></p> <ul style="list-style-type: none"> <li>• Participate in contests and prizes</li> <li>• Be recognized for your contribution</li> <li>• Gain special access and benefits of our website</li> <li>• Touch lives around the world</li> <li>• Enjoy a fun and interesting hobby</li> <li>• Customize My Page to view and keep track of your contribution</li> <li>• Receive updates on the Top Rated and Best of Best subjects each month</li> <li>• Receive updates on all subjects in your area each month</li> <li>• Bookmark your favorite subjects</li> </ul> <p><b>What do I have to do and how much time does it take?</b> Helping us manage and maintain the quality of content takes no longer than 20-30 minutes a week, and you earn points at the same time! There are 2 ways to earn points:</p> <p><b>1. Points for your activities:</b></p>
--	---

**FIG. 27-B**

<p><b>1. Points for your activities:</b></p> <ul style="list-style-type: none"> <li>• Add, rate and review subjects</li> <li>• Review and approve content added by others</li> <li>• Maintain quality of content by updating subjects when necessary</li> <li>• Refer friends to our website</li> </ul> <p><b>2. Points for activities performed by others:</b></p> <ul style="list-style-type: none"> <li>• Every time a subject is added in your area by someone else</li> <li>• Every time a subject or comment you add is viewed</li> </ul>	<p><u>Apply Now!</u></p>
---	--------------------------

32/124

FIG. 28

Correspondent Application	
All information is kept confidential (Required fields are marked with an *)	
<b>My Basic Information</b>	
*First Name, MI	Rick
*Last Name	Hill
*Alias (6-20 characters)	Rick
*E-Mail Address	rick@womane.com
*Zip / Postal Code	85254
*Country	United States
*Date of Birth (mm/dd/yyyy)	04/04/1945
*Gender	male
<b>My Account Information</b>	
*User Name (6-20 characters)	Rwhill
*Password (6-20 characters)	
*Password (again)	
password Hint	my pet
Save My Password	<input type="checkbox"/>
Would you like to be a Correspondent for the Word of Mouth Phoenix beta site?	
	Yes
<b>My Personal Interests (Optional)</b>	
Customize your list of favorite things to do and places to go:	
Select 1 Category	Sports & Recreation
Location 1	Phoenix
	AZ
	State
	City
	Help



FIG. 29

**Questions**

Select Question Type

Correspondent Application

Append

Insert

Update

New Question

Existing Question

Would you like to be a Correspondent for the Word of Mouth Phoenix beta site?

Show Answers

Move Up

Move Down

Remove

FIG. 30

Control Center

System Tables

Domain Tables

Email System

Subject Management

Reports

Gapatho

Miscellaneous

Accounting Actions

Action Groups

Age Groups

Banned Words

Bonus Points

Categories

Countries

Decline Reasons

Delete Reasons

Feedback Subjects

Invite Types

Questions and Answers

Regions

Answers for Question:

Would you like to be a Correspondent for the Word of Mouth Phoenix beta site?

New Answer

Append

Insert

Point Value

Existing Answer

Update

Point Value

Yes

Show Questions

Move Up

Move Down

Remove

FIG. 31

**Helpful Hints**  
 Adding a subject is easy!  
 It takes only a few minutes!

**Earn Bonus Points!**  
 If your subject is already added,  
 earn bonus points for rating and  
 adding your comments!

Please see our FAQs for more  
 help.

**Add a Subject** (In Zip: 20 points, Other: 20 points)  
 Enter Basic Information [Need help? View sample page.](#)

**Required fields are marked with an asterisk (\*)**

\*Enter the name of the Organization offering this Subject (please be as precise as possible):

**Classify this Subject:** (Select at least one first-level and second-level category)

*First Level	*Second Level
Category: <input type="text" value="Shopping"/>	<input type="text" value="Antiques"/>
Category: <input type="text" value="Sports &amp; Recreation"/>	<input type="text" value="Aviation"/>
Category: <input type="text" value=""/>	<input type="text" value="Please select a first level category"/>

**Location of Subject:** (State required for U.S. Subjects only)

\*City:  \*State:  Region:

\*ZIP Code:  Country:

[Need help? Look up ZIP codes here.](#)

Surrounding Cities:   
 (Please separate cities with commas.)

☐ Add cruise/tour locations for this subject

[Continue](#)

FIG. 32

Helpful links		Add a Subject	
<b>Describing the Subject:</b> • The summary acts as a "title" for the subject • The essence helps to describe the heart of the subject <b>Cost Examples:</b> \$0 to \$0 for free; \$10-\$50; \$225-\$1250; \$3,000-\$5,000 <b>Time Examples:</b> 30-60 mins; 3-4 hrs; 5-7 days; 1-2 weeks; 1-3 months <b>Availability Examples:</b> Open during Jan, Feb Mar; From 1/1/01 - 3/1/01 Comments are helpful for adding more detailed information <b>Please see our FAQs for more help.</b>		<b>Enter Subject Information</b> <b>Organization Name: Bicycle Showcase</b> Required fields are marked with an asterisk (*)      Need help? <a href="#">View sample page.</a> *Enter a short title for this Subject. Superb full service Trek and Gary Fisher bike dealer *Enter a one-sentence summary of this Subject (see left column for examples). Two locations providing outstanding sales and service on all types and sizes of bikes with experienced knowledgeable sales and service staff.	
Street address: 3102 E. Cactus Phoenix AZ Subject phone number: 602-971-0730 Subject e-mail address:  How much does it cost? from: <input type="text"/> to: <input type="text"/> U.S. dollars Comments: Reasonable prices on all types of repairs		from: <input type="text"/> to: <input type="text"/> Minute(s) ▶ Comments:  Is it family-oriented? <input type="radio"/> Yes <input type="radio"/> Somewhat <input type="radio"/> No Comments: 	

FIG. 33

# Add a Subject

## Enter Subject Information

Would you like to add your own words? Add them here!





\* Select at least 8 words that describe the subject (required).

- ☐ Ballooning
- ☐ Parachuting
- ☐ Shows
- ☒ Advanced
- ☐ Air Field
- ☐ Ancient
- ☐ Art
- ☐ Awesome
- ☐ Blown Glass
- ☐ Captivating
- ☐ Classic
- ☐ Clubs/Organizations
- ☐ Costume Jewelry
- ☐ Daring
- ☐ Display Cases
- ☐ Easy
- ☐ Estate
- ☐ Exiting
- ☐ Hang Gliding
- ☒ Reliability
- ☒ Value
- ☐ Adventurous
- ☐ Air Show
- ☐ Antiques
- ☐ Asian
- ☐ Beginner
- ☐ Books
- ☐ Catalogue
- ☐ Clinics
- ☐ Coffee Table
- ☐ Country French
- ☐ Dealers
- ☐ Distinctive
- ☐ Energizing
- ☐ European
- ☐ Exclusive

Need help? [View sample page.](#)

- ☐ Helicopter
- ☒ Selection
- ☐ 1940'S
- ☐ Affordable
- ☐ Aircraft
- ☐ Appraisals
- ☐ Auction
- ☐ Best
- ☐ Breathing
- ☐ Challenging
- ☐ Clock
- ☐ Collectibles
- ☒ Craftsmanship
- ☐ Delightful
- ☐ Distributor
- ☐ Enjoyable
- ☐ Events
- ☐ Facilities
- ☐ Location
- ☐ Service
- ☐ 1950'S
- ☐ Affordable
- ☐ American
- ☐ Amoire
- ☒ Authorized Dealers
- ☐ Biplane
- ☐ Cameras
- ☐ China
- ☐ Clothing
- ☐ Collection
- ☐ Crystal
- ☐ Difficult
- ☐ Dollhouses
- ☐ Entertaining
- ☐ Exceptional
- ☐ Famous

FIG. 34

Opinion multiplier for "no experience"	0.75
Opinion multiplier for "experienced"	1
Minimum words selected in "Add" process	8
Minimum words on Add	25
Notify Sponsor of Add	<input type="checkbox"/>
Maximum descriptive words to display	50
Maximum appeal words on search	50
Maximum descriptive words on Add	100
Maximum descriptive words on Rate	50
Maximum descriptive words on Rate More	150
Minimum cash out amount	50000
Credit card cash out	<input type="checkbox"/>
Minimum rating score	1
Best of best cut-off	4.50

FIG. 35

Control Center		Domain Tables
<u>Accounting</u>	<b>Descriptive Words</b> For category: <u>Sports and Recreation</u>	
<u>Actions</u>		
<u>Action Groups</u>		
<u>Age Groups</u>		
<u>Banned Words</u>		
<u>Bonus Points</u>	Select Descriptive Word <input type="text"/>	
<u>Categories</u>	Descriptive Word <input type="text"/>	
<u>Countries</u>	Priority <input type="text"/> Low <input type="text"/>	
<u>Decline</u>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	
<u>Reasons</u>		
	<input type="text"/> Add <input type="text"/> Remove <input type="text"/> Help	

40/124

FIG. 36

Add a Subject Rating Importance of Words		Organization Name: Mr. Sushi Description: Delicious, inexpensive sushi	
All required fields are marked with a *			
*Have you personally encountered this subject?		Need help? <a href="#">View sample page.</a>	
*How qualified are you to judge the nature of this subject?		Yes <input checked="" type="radio"/> No <input type="radio"/>	
How would you rate this subject overall?		<input type="button" value="Very"/> <input type="button" value="Excellent"/>	
* Please rate the importance of your descriptive words.			
Descriptive Words	Importance:	Descriptive Words	Importance:
Authentic	Extremely	Slight	Slight
Fast Service	Very	Somewhat	Somewhat
Friendly	Important	Very	Very
Large Portions	Extremely	Delicious	Extremely
Traditional		Fresh	Very
		Great Service	Somewhat
		Tasty	Very
			Slight
Publish your thought! Add additional information.			
Please give your comments a title:			
*Enter your comments below:			
<div>Mr. Sushi is great!</div>			
<div> <p>Nestled in a strip mall in west Phoenix, you wouldn't expect to find the best sushi in the Valley here. But it must be seen to be believed -- give it a try.</p> </div>			
Click <a href="#">Continue</a> to see your results.			
<div>Continue</div>			



41/124

FIG. 37

**System Parameters**

Number of months to keep opinions	9
Number days before delete	3
Number of days between ratings	30
Subject lock expiration (minutes)	10
Maximum reserve time (hours)	1
Minimum Correspondent score	1
Performance threshold (percent)	
Subject quality cut-off	1
Comment quality cut-off	1
Opinion multiplier for "slightly qualified"	0.80
Opinion multiplier for "somewhat qualified"	1
Opinion multiplier for "very qualified"	1.20



**FIG. 38-B**

[illegible]

FIG. 39

Select any additional words you would like to rate.

Would you like to add your own words? Add them here!




Select any words listed here and you will be able to rate them on the next page.

- |  |   |  |   |
|--|---|--|---|
| <input type="checkbox"/> Affordable      | <input type="checkbox"/> Extraordinary Customer Service | <input type="checkbox"/> Luggage               | <input type="checkbox"/> Scarves        |
| <input type="checkbox"/> Antiques        | <input type="checkbox"/> Eye-care Products              | <input type="checkbox"/> Mail Order            | <input type="checkbox"/> Souvenirs      |
| <input type="checkbox"/> Attentive       | <input type="checkbox"/> Family Owned                   | <input type="checkbox"/> Mattresses            | <input type="checkbox"/> Sporting Goods |
| <input type="checkbox"/> Beauty Products | <input type="checkbox"/> First Edition                  | <input type="checkbox"/> Name Brands           | <input type="checkbox"/> Stamps         |
| <input type="checkbox"/> Bicycles        | <input type="checkbox"/> Free                           | <input type="checkbox"/> Needlepoint           | <input type="checkbox"/> Tail Sizes     |
| <input type="checkbox"/> Blown Glass     | <input type="checkbox"/> Full Size                      | <input type="checkbox"/> Old West              | <input type="checkbox"/> Trains         |
| <input type="checkbox"/> Buckles         | <input type="checkbox"/> Golf Bags                      | <input type="checkbox"/> Orthopedic            | <input type="checkbox"/> Underground    |
| <input type="checkbox"/> Ceramics        | <input type="checkbox"/> Grilling                       | <input type="checkbox"/> Outlet Store          | <input type="checkbox"/> Uniforms       |
| <input type="checkbox"/> China           | <input type="checkbox"/> Hardware                       | <input type="checkbox"/> Overalls              | <input type="checkbox"/> Versatile      |
| <input type="checkbox"/> Clock           | <input type="checkbox"/> Hats                           | <input type="checkbox"/> Pet Lover             | <input type="checkbox"/> Vintage        |
| <input type="checkbox"/> Cotton          | <input type="checkbox"/> Home And Garden                | <input type="checkbox"/> Pharmacy              | <input type="checkbox"/> Watch          |
| <input type="checkbox"/> Country         | <input type="checkbox"/> Home Theater                   | <input type="checkbox"/> Photography Equipment | <input type="checkbox"/> Website        |
| <input type="checkbox"/> Country French  | <input type="checkbox"/> Hosiery                        | <input type="checkbox"/> Quality               | <input type="checkbox"/> Western        |
| <input type="checkbox"/> Crafts          | <input type="checkbox"/> Independent                    | <input type="checkbox"/> Recliner              | <input type="checkbox"/> Wigs           |
| <input type="checkbox"/> Dance           | <input type="checkbox"/> Kitchen Supplies               | <input type="checkbox"/> Reliability           |   |
| <input type="checkbox"/> Distributor     | <input type="checkbox"/> Knitting                       | <input type="checkbox"/> Rentals               |   |
| <input type="checkbox"/> Entertainment   | <input type="checkbox"/> Lifestyle                      | <input type="checkbox"/> Saddles               |   |

Continue

FIG. 40

**Your Comments (earn 5 points)**

Please give your comment a Title:

Comments:

Your age:

Your gender:

male

Submit

Spell Check

Cancel

46/124

FIG. 41-A

<b>Add a Subject</b> <b>Preview your Subject</b> Congratulations! This is how your subject will be viewed once approved! Click "Approve" to submit, or use the "Edit" buttons to make changes.		<b>Organization Name:</b> Bicycle Showcase <b>Description:</b> Superb full service Trek and Gary Fisher bike dealer <a href="#">Edit</a>		<a href="#">Approve</a>
<b>Superb full service Trek and Gary Fisher bike dealer</b> <a href="#">Edit</a> <b>Bicycle Showcase</b> <a href="#">Edit</a> 602-971-0730 <a href="#">Edit</a> 3102 E. Cactus Phoenix, AZ Phoenix, AZ 85032 United States <a href="#">Edit</a> Northeast Valley				
<b>Description</b> <a href="#">Edit</a> Two locations providing outstanding sales and service on all types and sizes with experienced and knowledgeable sales and service staff				
<b>Information Provided By Our Users</b>				
<b>Member Ratings(1)</b> <a href="#">Edit</a> <b>Overall Rating</b>		<b>Estimated Time:</b> <a href="#">Edit</a> <b>Estimated Cost:</b> <b>Family Oriented:</b> Yes <b>Availability:</b> All Year <a href="#">View details...</a>		
<b>Important Words</b>		<b>Comments (1)</b> <a href="#">Edit</a>		
Bicycling (1) 5.00 Bmx (1) 5.00 Competitive (1) 5.00 Knowledgeable (1) 5.00 Location (1) 5.00		12/21/00 Great Selection for All Levels		

47/124

FIG. 41-B

Competitive (1)	5.00	Comments(1)
Knowledgeable (1)	5.00	<a href="#">Edit</a>
Location (1)	5.00	12/21/00
Off Road (1)	5.00	Great Selection for All Levels
Outdoor (1)	5.00	
Reputable (1)	5.00	
Shoes (1)	5.00	
Specialty (1)	5.00	
Value (1)	5.00	
Family (1)	4.00	

Special Instructions [Edit](#)Time Required: [Edit](#)Estimated Cost: [Edit](#)When Available: All Year [Edit](#)

Open seven days per weeks except holidays.

Classifications [Edit](#)

Shopping &gt; Specialty Stores; Sports &amp; Recreation &gt; Cycling

## FIG. 42

Add your rating, click on the subject below!

Page 1 of 1 << Previous 1 Next >>

Didn't find what you were looking for? [Add it now!](#)

[Click here to try a new search](#) or [refine your search](#).

Summary/Location	Top Rated Words	
<b>Hike, Bike, Blade</b> A 12 mile Greenbelt of interconnected Parks on Indian Bend from Shea to McKellips. You can even go all the way to Tempe town lake <b>Indian Bend Wash</b> Scottsdale, AZ 85254 United States <b>Supert full service Trek and Gary Fisher bike dealer</b>	Adventure Biking Trails Fun          Bicycling Competitive Outdoor	5.00 Bicycling 5.00 Children 5.00 Pets Welcome          5.00 Bmx 5.00 Location 5.00 Shoes
<b>Mountain bike through Thunderbird Park</b> Ride your mountain bike on the desert trails through Thunderbird Park <b>Glendale Bicycle Program</b> Glendale, AZ 85301 United States , Northwest Valley <b>Great Bike Ride</b> If you're not into centuries(100 miles for non bikers) or just want a nice 15-20 mile ride, try around the new Tempe Town Lake and Scottsdale Park. <b>City of Tempe</b> Tempe, AZ 85283 United States <b>Hilly and Popular Bike Ride</b> If you think Phoenix is all flat and you either want the challenge of a hilly ride or are trying to get in shape try Bartlett Lake. <b>City of Carefree</b> Carefree, AZ 85254 United States	          Biking Free Great Workout          Bicycling Great Location/place Great Workout          Bicycling Demanding Free	5.00 5.00 5.00          5.00 5.00 5.00          5.00 5.00 5.00 4.00       5.00 5.00 5.00 4.00

More info



FIG. 43-A

49/124

# Mountain bike through Thunderbird Park

Glendale Bicycle Program

(623) 930-2940

Glendale, AZ 85301 United States  
Northwest Valley

Add to My Favorites  
Suggest Improvements  
Address/Phone Look-up  
Print a Rating-To-Go form  
**Email this listing to a friend**

Added 01/04/01 by member Chess Nut Roasting

## Description

Ride your mountain bike on the desert trails through Thunderbird Park

## Information Provided By Our Users

Member Ratings	Add Your Rating
Overall Ratings (1)	★★★★★
<b>Important Words</b>	
Biking (1)	5.00
Enjoyable (1)	5.00
Free (1)	5.00
Great Location/place (1)	5.00
Great Workout (1)	5.00
Trails (1)	5.00
Hiking (1)	5.00
Inexpensive (1)	5.00
Off Road (1)	4.00
Views (1)	4.00

Estimated Time:	30 min to 90 min
Estimated Cost:	Free
Family Oriented:	Somewhat
Availability:	All Year
View details...	
<b>Comments(1)</b>	<b>Add Your Comment!</b>
	Great fun for mountain bikers!

**FIG. 43-B****Special Instructions**

For more information contact Susan Bookspan Bicycle Program, Room 333 5850  
W Glendale AVE Glendale, AZ 85301

**Time Required:** 30 min to 90 min

**Estimated Cost:** \$0-0  
Free

**Family Oriented:** Somewhat

**When Available:** All Year

**Classifications**

Sports & Recreation > Cycling; Sports & Recreation > Mountain

**FIG. 44**

**Search by Category: Sports & Recreation**

<u>Aviation</u> (1)	<u>Fishing</u> (4)	<u>Rugby</u> (0)
<u>Baseball</u> (7)	<u>Football</u> (2)	<u>Running</u> (0)
<u>Basketball</u> (1)	<u>Golf</u> (38)	<u>Sightseeing</u> (4)
<u>Billiards</u> (2)	<u>Gymnastics</u> (2)	<u>Skating</u> (4)
<u>Boating</u> (2)	<u>Hiking n' Walking</u> (40)	<u>Skiing</u> (4)
<u>Bowling</u> (2)	<u>Hockey</u> (3)	<u>Soccer</u> (1)
<u>Boxing</u> (0)	<u>Hunting</u> (0)	<u>Tennis</u> (0)
<u>Camping</u> (7)	<u>Martial Arts</u> (1)	<u>Tours</u> (1)
<u>Climbing</u> (2)	<u>Motor Sports</u> (0)	<u>Track &amp; Field</u> (0)
<u>Cricket</u> (0)	<u>Mountain</u> (5)	<u>Volleyball</u> (0)
<u>Cycling</u> (6)	<u>OTHER</u> (4)	<u>Water</u> (5)
<u>Equestrian</u> (4)	<u>Racing</u> (5)	<u>Winter</u> (0)
<u>Extreme</u> (0)	<u>Rodeo</u> (0)	<u>Wrestling</u> (0)

\*All

FIG. 45-A

**Personalize your search!****You searched for: Sports & Recreation > Cycling**

Please complete as many of the fields below as you wish. The more sections you complete, the more exact your search results will be.

**Where do you want to search?**

Enter a City and/or State and/or Country:

City:  State:

Country:  United States

OR

Enter the Zip Code and search radius:

Zip Code:

Search Radius:

(distance from center of ZIP Code)

**What appeals to you?**

(Choose as many words as you'd like)

- |  |   |                                     |
|--|---|-------------------------------------|
| <input type="checkbox"/> Adventure           | <input type="checkbox"/> Facilities           | <input type="checkbox"/> Races      |
| <input type="checkbox"/> Affordable          | <input type="checkbox"/> Favorite             | <input type="checkbox"/> Relaxing   |
| <input type="checkbox"/> Beginner            | <input type="checkbox"/> Free                 | <input type="checkbox"/> Retailers  |
| <input type="checkbox"/> Bicycling           | <input type="checkbox"/> Gays & Lesbians      | <input type="checkbox"/> Sanctuary  |
| <input type="checkbox"/> Biking              | <input type="checkbox"/> Great Experience     | <input type="checkbox"/> Scenic     |
| <input type="checkbox"/> Biking Trails       | <input type="checkbox"/> Great Location/place | <input type="checkbox"/> Secluded   |
| <input type="checkbox"/> Cactus              | <input type="checkbox"/> Great Workout        | <input type="checkbox"/> Tandem     |
| <input type="checkbox"/> Challenging         | <input type="checkbox"/> Hiking               | <input type="checkbox"/> Thrilling  |
| <input type="checkbox"/> Clubs/Organizations | <input type="checkbox"/> Hiking Trails        | <input type="checkbox"/> Trails     |
| <input type="checkbox"/> Demanding           | <input type="checkbox"/> Inexpensive          | <input type="checkbox"/> Unicycling |

FIG. 45-B

<input type="checkbox"/> Demanding	<input type="checkbox"/> Inexpensive	<input type="checkbox"/> Unicycling
<input type="checkbox"/> Desert	<input type="checkbox"/> Mountain	<input type="checkbox"/> Views
<input type="checkbox"/> Enjoyable	<input type="checkbox"/> Natural Beauty	<input type="checkbox"/> Wildlife
<input type="checkbox"/> Equestrian Trails	<input type="checkbox"/> Off Road	
<input type="checkbox"/> Escape	<input type="checkbox"/> Peaceful	

Add more words to the search by entering them below, separating words/phrases with commas.  
**Example: Big burger, deli, hiking trails, etc.**

**How much do you want to spend on this Subject?**  
 (Enter \$0 in both boxes for free subjects)

from: \$  to: \$  U.S. dollars

**How much time do you have to spend on this Subject?**

Minute(s)

Continue

FIG. 46

**What appeals to you?**

(Choose as many words as you'd like)

- |  |   |                                     |
|--|---|-------------------------------------|
| <input type="checkbox"/> Adventure           | <input type="checkbox"/> Facilities           | <input type="checkbox"/> Races      |
| <input type="checkbox"/> Affordable          | <input type="checkbox"/> Favorite             | <input type="checkbox"/> Relaxing   |
| <input type="checkbox"/> Beginner            | <input type="checkbox"/> Free                 | <input type="checkbox"/> Retailers  |
| <input type="checkbox"/> Bicycling           | <input type="checkbox"/> Gays & Lesbians      | <input type="checkbox"/> Sanctuary  |
| <input type="checkbox"/> Biking              | <input type="checkbox"/> Great Experience     | <input type="checkbox"/> Scenic     |
| <input type="checkbox"/> Biking Trails       | <input type="checkbox"/> Great Location/place | <input type="checkbox"/> Secluded   |
| <input type="checkbox"/> Cactus              | <input type="checkbox"/> Great Workout        | <input type="checkbox"/> Tandem     |
| <input type="checkbox"/> Challenging         | <input type="checkbox"/> Hiking               | <input type="checkbox"/> Thrilling  |
| <input type="checkbox"/> Clubs/Organizations | <input type="checkbox"/> Hiking Trails        | <input type="checkbox"/> Trails     |
| <input type="checkbox"/> Demanding           | <input type="checkbox"/> Inexpensive          | <input type="checkbox"/> Unicycling |
| <input type="checkbox"/> Desert              | <input type="checkbox"/> Mountain             | <input type="checkbox"/> Views      |
| <input type="checkbox"/> Enjoyable           | <input type="checkbox"/> Natural Beauty       | <input type="checkbox"/> Wildlife   |
| <input type="checkbox"/> Equestrian Trails   | <input type="checkbox"/> Off Road             |                                     |
| <input type="checkbox"/> Escape              | <input type="checkbox"/> Peaceful             |                                     |

Add more words to the search by entering them below, separating words/phrases with commas.  
**Example: Big burger, deli, hiking trails, etc.**

FIG. 47

<b>Speak your mind!</b> <ul style="list-style-type: none"><li>• Earn cash &amp; prizes</li><li>• Share your advice</li><li>• Publish your ideas</li><li>• Recommend a favorite</li><li>• Rate a Subject</li></ul> <a href="#">Join now!</a>
<b>Add your 2 cents!</b> <p>Add your 2 cents to this subject. <a href="#">Click here.</a></p>
<b>Sponsor this Subject</b> <p>Find out how Word of Mouth can help your business. <a href="#">Become a Sponsor!</a></p>
<p>Would you like the organization to offer more information?</p> <div><input type="checkbox"/> Yes</div>

FIG. 48-A

Enter your Organization's Information	
Please complete the following (* indicates a required field) <a href="#">Need Help?</a> <a href="#">View Sample Page</a>	
*Organization Name	<input type="text" value="Bicycle Showcase"/>
*Address 1	<input type="text" value="3102 E. Cactus"/>
Address 2	<input type="text"/>
*City, State, Zip/Postal Code	<input type="text" value="Phoenix"/> <input type="text" value="AZ"/> <input type="text" value="85032"/>
*Country	<input type="text" value="United States"/> <input type="text"/>
*Phone	<input type="text" value="602-991-0730"/>
Fax	<input type="text" value="602-494-1364"/>
Web Site URL	<input type="text" value="www.bicycleshowcase.com"/>



FIG. 48-B

**Administrative Contact (for billing purposes)**

\*First Name

Richard

Initial

W

\*Last Name

Hill

Title

\*E-Mail

rwhill@home.com

\*Address 1

3102 E. Cactus

Address 2

\*City, State, Zip/Postal

Phoenix

AZ

85032

\*Country

United States

\*phone

602-991-0730

Fax

602-494-1364

Continue

FIG. 49-A

<p><b>Sponsor your Subject in Five Easy Steps!</b></p> <ol style="list-style-type: none"> <li>1. Sponsor your subject</li> <li>2. Add Logo and Web Links ▶</li> <li>3. Add Custom Information</li> <li>4. Review &amp; Approve</li> <li>5. Billing Summary and Checkout</li> </ol>	<p><b>Sponsor a Subject - Step 2</b>  <b>Enter Logo, Web links and Other Sponsorship Information for: Superb full service Trek and Gary Fisher bike dealer</b></p> <p>All required fields are marked with a *</p> <p><b>*Name of Organization for Display on Sponsorship Page (also used in keyword searches)</b></p> <p>Platinum III <input type="text"/> <input type="button" value="Browse..."/> <a href="#">Help</a></p> <p><b>Attach Your Logo:</b> <input type="text"/></p> <p><b>Enter Address and Phone Number of subject</b> <a href="#">Help</a></p> <p>Address <input type="text" value="3102 E. Cactus Phoenix, AZ"/></p> <p>City, State, Zip <input type="text" value="Phoenix"/> <input type="text" value="AZ"/> <input type="text" value="85032"/></p> <p>Country <input type="text" value="United States"/> <input type="button" value="▶"/></p> <p>Phone Number <input type="text" value="602-971-0730"/></p> <p><b>Provide an Image and summary for this Subject</b></p> <p>Attach Image: <input type="text" value="C:\My Documents\My Pictur"/> <input type="button" value="Browse..."/> <a href="#">Help</a></p> <p>*Summary of Subject</p> <p><input type="text" value="We carry a full line of bikes including the new Trek Fuel 100."/></p>
<p><b>Helpful Hints</b></p> <ul style="list-style-type: none"> <li>• Attaching images and text</li> <li>• Images should be a .gif or .jpg</li> <li>• Use text from subjects you already sponsored by clicking on a subject below and use copy and paste:</li> <li><b>Need Help? View and Print Detailed Instructions</b></li> <li>Have more questions? View our <a href="#">FAQs</a></li> </ul>	

FIG. 49-B

**Add a link to your website - Enter your URL address Help**  
Website URL:

**Provide "Special Offers" to visitors of your site Help**  
Text for link should read:

Describe the "Special Offers" that can be easily printed and redeemed at your location

**Let your visitors contact you via email directly Help**  
Text for link should read:

Enter information for the person who will receive inquiries for this subject.  
E-Mails sent to:  
☒ Same as Administrative Contact

-or-

60/124

FIG. 49-C

-or-	
Enter New E-Mail Contact Information	
*First Name	Richard
Initial	W
*Last Name	Hill
Title	
*E-Mail	rick@wamone.com
Continue	

FIG. 49-D

**Sponsor a Subject - Step 3****Choose up to 10 Customized Sections with Pictures and Detail Information****Customized Section 1**

Title:

[View Sample Page](#)☒ Use Standard Title:

Hours of Operation

(select 1 for each section)

-or-

☐ Use Custom Title:

Section Text: (detailed information you want to provide your visitors about this feature)

Monday through Friday 10AM to 7PM

Saturday 10AM to 5PM

Sunday 11AM to 4PM

Move Up

Move Down

FIG. 50

**Control Center**

[System Tables](#) / 
 [Domain Tables](#) / 
 [Email System](#) / 
 [Subject Management](#) / 
 [Reports](#)

---

**Sponsor Section Headers**

Accounting Actions

Action Groups

Age Groups

Banned Words

Bonus Points

Categories

Countries

Declining Reasons

Delete Reasons

Feedback Subjects

Invite Types

Map/Directions

Hours of Operation

Special Events

Special Features

Facilities

Photo of Experience

Items for Sale - Gift Shop

Payment Options

Ambiance/Type

Additional Information

Move Up

Move Down

Remove

New Header

Append

Insert

Existing Header

Update

63/124

FIG. 51-A

### Sponsor a Subject - Step 4

Preview your sponsored subject

Organization Name: Platinum III  
Description: Superb full service Trek and Gary  
Fisher bike dealer

Congratulations! This is how your sponsored page will look.

Click on "Submit" to enter your payment information and submit this subject for publication on our site.

[Submit](#)

### Superb full service Trek and Gary Fisher bike dealer

Platinum III [Edit](#)

( [www.bicycleshowcase.com](http://www.bicycleshowcase.com) )

602-971-0730

3102 E. Cactus Phoenix, AZ

Phoenix, AZ 85032 United States

Northeast Valley

[Add to My Favorites](#)  
[Maintain This Subject](#)  
[Request More Information](#)  
[Contact Us](#)  
[Internet Special](#)

[Print a rate form](#)

Added 12/21/00 by member [Ms. Sponsor](#)

### Summary of Subject [Edit](#)



We carry a full line of bikes including the new Trek Fuel 100.

### Description of Subject

Two locations providing outstanding sales and service on all types and sizes with experienced and knowledgeable sales and service staff

64/124

## FIG. 51-B

Information Provided By Our Users	
Member Ratings(1)	Add Your Rating
<b>Overall Rating</b>	
<b>Important Words</b>	
Bicycling (1)	5.00
Bmx (1)	5.00
Competitive (1)	5.00
Location (1)	5.00
Outdoor (1)	5.00
Shoes (1)	5.00
Value (1)	5.00
Specialty (1)	5.00
Reputable (1)	5.00
Off Road (1)	5.00
Knowledgeable (1)	5.00
Family (1)	4.00

Estimated Time:	Yes
Estimated Cost:	All Year
Family Oriented:	
Availability:	
<a href="#">View details...</a>	
<b>Comments (1)</b>	<b>Add Your Comment</b>
12/21/00	Great Selection for All Levels

**Hours of Operation** [Edit](#)  
Monday through Friday 10AM to 7PM Saturday 10AM to 5PM Sunday 11AM to 4PM

**Map/Directions** [Edit](#)  
We have two shops for your convenience. 3102 E. Cactus, just west of AZ 51 on Cactus. 7229 E. Shea, just east of Scottsdale Road on Shea.

**Special Instructions**



**FIG. 51-C****Special Instructions****Time Required:****Estimated Cost:****Family Oriented:** Yes**When Available:** All Year

Open seven days per weeks except holidays.

**Classifications**

Shopping &gt; Specialty Stores; Sports &amp; Recreation &gt; Cycling

FIG. 52

<p><b>Sponsor your Subject in Five Easy Steps!</b></p> <ol style="list-style-type: none"> <li>1. Sponsor your subject</li> <li>2. Add Logo and Web Links</li> <li>3. Add Custom Information</li> <li>4. Review &amp; Approve</li> <li>5. <b>Billing Summary and Submit ▶</b></li> </ol>	<p><b>Sponsor a Subject - Step 5</b> <b>Payment Information</b></p> <p><b>Billing Summary:</b> The following will be billed to your credit card:</p> <table> <tr> <td>One-time sponsorship fee</td> <td>\$10.24</td> </tr> <tr> <td>Superb full service Trek and G</td> <td>\$5.12</td> </tr> <tr> <td><b>Total</b></td> <td><b>\$15.36</b></td> </tr> </table> <p><b>Please enter your payment information below:</b></p> <p>All required fields are marked with a *</p> <p>*Credit Card Type: <input type="text" value="Visa"/></p> <p>*Card Number <input type="text" value="XXXXXXXXXXXXXXXXXXXX"/></p> <p>*Expiration Date (mm/yyyy) <input type="text" value="02"/> / <input type="text" value="03"/></p> <p>*Name on Card <input type="text" value="Bicycle Showcase"/></p> <p><input type="button" value="Purchase Sponsorship"/></p>	One-time sponsorship fee	\$10.24	Superb full service Trek and G	\$5.12	<b>Total</b>	<b>\$15.36</b>
One-time sponsorship fee	\$10.24						
Superb full service Trek and G	\$5.12						
<b>Total</b>	<b>\$15.36</b>						
<p><b>Helpful Hints</b></p> <ol style="list-style-type: none"> <li>1. Credit card will be automatically billed each month</li> <li>2. Confirmation will be emailed to you once transaction is complete</li> <li>3. Print out confirmation for your files</li> <li>4. All transactions are secured. If you have questions on security, please view our <a href="#">Privacy Policy</a></li> </ol> <p>Have more questions? <a href="#">View our FAQs</a></p>							

FIG. 53

<b>Sponsor a Subject Payment Confirmation</b>
Congratulations! Your sponsorship has been processed and approved. A receipt has been e-mailed to you at <a href="mailto:rwhill@home.com">rwhill@home.com</a> . What would you like to do now?
<b><u>View Subject Just Sponsored</u></b> Superb full service Trek and Gary Fisher bike dealer
<b><u>Sponsor another subject:</u></b>
OR
<b><u>Add and Sponsor Your Subject!</u></b> If you do not have a subject listed, you can <b><u>Add and Sponsor a New Subject</u></b> now!
<b><u>GO TO MY PAGE</u></b>
<b><u>GO HOME</u></b>

FIG. 54-A

# Superb full service Trek and Gary Fisher bike dealer

Bicycle Showcase  
(www.bicycleshowcase.com)

602-971-0730

3102 E. Cactus Phoenix, AZ  
Phoenix, AZ 85032 United States  
Northeast Valley



Add to My Favorites  
Suggest Improvements  
Request More Information  
Contact Us  
View Special Offers  
Print a Rating-To-Go form  
Email this listing to a friend

Added 12/21/00 by member Mr. Sponsor

## Summary of subject



Two great locations to meet your every bicycling need.

## Description of Subject

Two locations providing outstanding sales and service on all types and sizes with experienced and knowledgeable sales and service staff

## Information Provided By Our Users

Member Ratings	Add Your Rating
Overall Ratings (1)	
Important Words	
Bicycling (1)	5.00
Bmx (1)	5.00
Competitive (1)	5.00
Location (1)	5.00
Outdoor (1)	5.00
Shoes (1)	5.00
Value (1)	5.00
Specialty (1)	5.00

Estimated Time:	Unknown
Estimated Cost:	Unknown
Family Oriented:	Yes
Availability:	All Year
View details...	
Comments (1)	Add Your Comment!
	Great Selection for All Levels

FIG. 54-B

Specialty (1)	5.00
Reputable (1)	5.00
Off Road (1)	5.00
Knowledgeable (1)	5.00
Family (1)	4.00

**Map/Directions**

Our Scottsdale store is located at 7229 E. Shea in the Windmill Plaza. Our Phoenix store is located at 3102 E. Cactus, just west of the Squaw Peak freeway.

**Special Instructions**

**Time Required:** Unknown

**Estimated Cost:** Unknown

**Family Oriented:** Yes

**When Available:** All Year  
Open seven days per weeks except holidays.

**Classifications**

Shopping > Specialty Stores; Sports & Recreation > Cycling

### Helpful Hints

**Rate Descriptive Words:**  
Rating the importance of each word helps others understand its unique qualities.

**Comments:**  
Share your comment on this subject!

please see our [FAQs](#) for more help.



Superb full service Trek and  
Gary Fisher bike dealer

**Bicycle Showcase**  
( [www.bicycleshowcase.com](http://www.bicycleshowcase.com) )

602-971-0730  
3102 E. Cactus Phoenix, AZ  
Phoenix, AZ 85032 United States  
Northeast Valley

Added 12/21/00 by member Mr. Sponsor

**Speak your mind!**

- Earn cash & prizes
- Share your advice
- Publish your ideas
- Recommend a favorite
- Rate a Subject

**Join now!**

\* All recruited fields are marked with a \*

\*Have you personally experienced this subject?

**\*How qualified are you to judge the nature of this subject?**

How would you rate this subject overall? (earn 5 points)

☐ Yes ☐ No

-Select One-	▼
--------------	---

-Select One-

**How would you describe this subject? (earn 5 points)**

Descriptive Words	Importance	Descriptive Words	Importance
Accessories	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Helpful	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
Bathing Suits	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Housewares	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
Bicycling	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Huge Inventory	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
Bmx	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Interior Design	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
	Extremely Very Important Somewhat Slight Not Rated		Extremely Very Important Somewhat Slight Not Rated

[illegible]

**Your Comments (earn 5 points)**

Please give your comment a Title:

**Comments:**

your age:

your gender:

female	▼
--------	---

Submit

Spell Check

Cancel

FIG. 56

**Suggest your own improvement!**

All required fields are marked with a \*

Please select a Priority, Reason, and Basis for your suggestion.

\***Priority**  \***Reason**  \***Basis**

\***Suggestions/Feedback:**

☐ Please send me an e-mail with the outcome of my suggestion.



73/124

FIG. 57-A

<b>Womp Correspondent 1's</b>	
<b>MyPage</b>	
November 10, 2000	
Status: - 12345 Total lives touched: 381	
<b>My Contributions</b>	
A detailed view of your activity.	
<u>Subjects Added</u>	220 lives touched
<u>Comments Added</u>	161 lives touched
<u>Subjects Awaiting Approval</u>	
<u>Rejected Subjects</u>	
<b>My To Do List:</b>	
A way to earn points by reviewing and approving content before it's published.	
<u>Improve Your Sponsor Page(s)</u>	
<u>Notify Organizations about subjects you added</u> (earn 20 points each)	
In your zip code:	
<u>Review subjects added</u> (200 points each)	
<u>Review suggested improvements</u> (200 points each)	
<u>Review subjects recommended for deletion</u> (200 points each)	
In all zip codes:	
<u>Review subjects added</u> (200 points each)	
<u>Review suggested improvements</u> (200 points each)	
<u>Review subjects recommended for deletion</u> (200 points each)	
<u>Notify organizations for subjects added</u> (20 points each)	

FIG. 57-B

<b>My Favorite Subjects (manage favorites)</b> <i>The perfect place to store your favorite subjects.</i>	
Accommodations(0)	Community Services(0)
Fitness and Beauty(2)	Learning Opportunities(0)
Restaurants(3)	Shopping(1)
Sports Bars(2)	Sports and Recreation(0)
	Entertainment(0)
	New Folder(0)
	Sightseeing and Attractions(0)
<b>My Interests [Restaurants, Chandler, AZ] (modify my profile)</b> <i>A customized list of your favorite things to do and places to go.</i>	
<a href="#">What's Hot for Restaurants in Chandler, AZ</a> <a href="#">Recently Added Subjects for Restaurants in Chandler, AZ</a> <a href="#">All Subjects in Chandler, AZ</a> <a href="#">Best of Best in Chandler, AZ</a>	
<b>My Organization [Tomasos, ] (modify my profile)</b> <i>A way to stay abreast on any organization listed on our website.</i>	
<a href="#">View all Subjects</a>	
<b>My Rewards</b> <i>A detailed summary of your contribution and points earned.</i>	
Points Earned	104,520
Account Balance	\$ 430

FIG. 58

<b>My Contributions</b>	
A detailed view of your activity.	
<u>Subjects Added</u>	220 lives touched
<u>Comments Added</u>	161 lives touched
<u>Subjects Awaiting Approval</u>	
<u>Rejected Subjects</u>	

FIG. 59

Womp Correspondent 1's Subjects in  Filter by: Eam Points - Click on any subject to rate & review. Click on **Lives Touched** or **Comments** to view details.Page 1 of 2 << Previous **1** 2 Next >>

Summary/Location	Lives Touched	Comments	Awards Won
<b>availability test 2</b>			
<b>availability test 2</b>	<u>6</u>	<u>1</u>	0
<b>availability test 2</b>			
<b>Phoenix, AZ 12345 United States, med's test2</b>			<b>Sponsored*</b>
<b>great</b>	<u>6</u>	<u>1</u>	0
<b>my org</b>			
<b>New York, NY 67890 United States, test bug #686, #675 on staging</b>			<b>Sponsored*</b>
<b>test bug #686, #675 on staging</b>	<u>6</u>	<u>1</u>	0
<b>test bug #686, #675 on staging</b>			
<b>Miami, FL 12345 United States, nice try</b>			<b>Sponsored*</b>
<b>good</b>	<u>7</u>	<u>1</u>	0
<b>fantastic org</b>			
<b>Buffalo, NY 67890 United States, another test sub 2</b>			<b>Sponsored*</b>
<b>test sub waiting approval 2</b>	<u>2</u>	<u>1</u>	0
<b>test subject 2</b>			
<b>Miami, FL 12345 United States, llama Trek the Smokies</b>			<b>Sponsored*</b>
<b>Trek through the ecologically rich environment of an ancient sierra, the Smoky Mountains. llamas are tireless fuzzy station wagons that bear the substantial weight of camping gear and dining supplies.</b>	<u>10</u>	<u>1</u>	0
<b>Windsong llama Treks</b>			<b>Sponsored*</b>

FIG. 60

## Lives Touched by Month

Great Shopping Value  
Park and SwapWashington Avenue & 42nd Street  
Mesa, AZ 85017 United States

Added 11/20/00 by member Wompcor1

Add to My Favorites  
Maintain This Subject  
Address and Telephone Look-  
upLives Touched  
(Number of times subject was viewed)

January	0	0
February	0	0
March	0	0
April	0	0
May	0	0
June	0	0
July	0	0
August	0	0
September	0	0
October	0	0
November	824	0
December	1	0

Request for Information  
(Number of times visitors asked for more  
detail)

January	0	0
February	0	0
March	0	0
April	0	0
May	0	0
June	0	0
July	0	0
August	0	0
September	0	0
October	0	0
November	1	0
December	0	0

78/124

FIG. 61

## Comment Views Detail Page

Great Shopping Value  
Park and SwapWashington Avenue & 42nd Street  
Mesa, AZ 85017 United StatesBest  Best

Added 11/20/00 by member Wompcorr1

Add to My Favorites  
Maintain This Subject  
Address and Telephone Look-  
up

## Comment Views

12/04/2000	Stolen property	1	0%
11/21/2000	ffff	0	0%
11/21/2000	sadf	0	0%
11/21/2000	sadf	0	0%
11/21/2000	ffff	0	0%
11/21/2000	ffff	573	0%
11/21/2000	sadf	0	0%
11/21/2000	title	0	0%
11/21/2000	sadf	0	0%
11/21/2000	sadf	0	0%
11/21/2000	title	0	0%
11/21/2000	title	0	0%
11/21/2000	sadf	0	0%
11/21/2000	title	0	0%

FIG. 62

## Womp Correspondent 1's Comments

Filter By All

Earn Points - Click on any subject to rate &amp; review. Click on Comment Title to view details.

Page 1 of 10 &lt;&lt; Previous 1 2 3 4 Next &gt;&gt;

Comment Title	Summary/Location	Lives Touched	Rated Usefu:
<u>skiing is fun</u>	<u>Skiing Down Chair 16</u>		
cor1 womp	Mount Snow	8	100%
22	New York, NY 12345 United States, North		
I like to ski, and New York is one of the best places to ski...			
<u>a great hike</u>	<u>Highline Trail deep forest hiking</u>		
cor1 womp	Tonto National Forest	0	not rated
22	Christopher Creek, AZ 85541 United States, Southwest		
A great hike	<u>Highline Trail deep forest hiking</u>		
cor1 womp	Tonto National Forest	0	not rated
22	Christopher Creek, AZ 85541 United States, Southwest		
filled with nature and a spectacular view...	<u>this is the test subject one</u>	1	not rated
this is a test comment	Jape Wisteria Productions		
cor1 womp	San Luis Rey, AK 12345 United States, Centre		
22			
testing the comment	<u>American football</u>		
quality assurance and football	Gregory Inc.	2	not rated
cor1 womp	New York, NY 54321 United States,		
22			
never mix!!	<u>poughkeepsie has good food</u>		
<u>Additional Information</u>	jape wisteria productions		
cor1 womp	Poughkeepsie, NY 12345 United States, Centre	0	not rated
22			
food is nutritious and wonderful...try it sometime...			





81/124

FIG. 64

**Womp Correspondent 1's Rejected Subjects**

Click on **Edit** to modify your subject for re-submission. Click on **Delete** to remove this subject.

Summary/Location	Reason for Rejection	Date Submitted
There are currently no subjects to view.		

FIG. 65

**My To Do List:**

A way to earn points by reviewing and approving content before it's published.

Improve Your Sponsor Page(s)

Notify Organizations about subjects you added (earn 20 points each)

In your zip code:

Review subjects added (200 points each)

Review suggested improvements (200 points each)

Review subjects recommended for deletion (200 points each)

In all zip codes:

Review subjects added (200 points each)

Review suggested improvements (200 points each)

Review subjects recommended for deletion (200 points each)

Notify organizations for subjects added (20 points each)

FIG. 66

## Notify Organizations You Added All

Earn more points - check out organizations waiting review in other categories

Page 1 of 1 &lt;&lt; Previous 1 Next &gt;&gt;

Summary/Location	Top Rated Words	Detail Information	Notify
<b>availability test 1</b> availability test 2	Chinese Songs Spoiled Zero Barbeque	5.00 Cost: 5.00 Time: 5.00 Family: 4.25	<u>Notify</u>
<b>availability test</b> Miami, FL 12345 United States,			
<b>Primate Research</b> Research social and family structure, distribution, and abundance of free-ranging dolphins, primates, and manatees, amongst many other adventurous expeditions	Exhilarating Rewarding Scientific Swimming Skills	5.00 Cost: 5.00 Time: 5.00 Family: 5.00	<u>Notify</u>
<b>Oceanic Society Expeditions</b> San Francisco, CA 94123 United States, Northwest			

FIG. 67

84/124

**5 Easy Steps**

1. Enter Contact Information
2. Select letter
3. Personalize (optional)
4. Check for spelling
5. Submit

Your e-mail will contain a link back to this subject for review by organization.

[View our FAQs](#)

**Notify Organization (Value = 20 points each)****Breathtaking scenic drive****Breathtaking scenic drive**

Globe, AZ 85254 United States Southwest

Add to My Favorites  
Maintain This Subject  
Address and Telephone Look-  
up

Added 10/30/00 by member Longtalsally

**Please enter the following information to earn (xx) points.**

Contact Person Information (Type in Owner or Manager if you do not know person's name) [Need help? View sample.](#)

\*First Name

Middle Initial

Last Name

\*Email Address

Website Address

Select one Email letter to notify the organization. You can personalize this email by adding your own message once the letter you select is displayed below.

- ☐ Notify  
Organization  
☐ Notify  
Organization

Cancel

Submit

85/124

FIG. 68

Subjects Added - All Areas 

Value = 200 Points Each

Earn more points - check out subjects waiting review in other categories.

Page 1 of 1 &lt;&lt; Previous 1 Next &gt;&gt;

**Summary/Location****See the Old Southwest**

This 7 day tour of the old Southwest covers historical sites covered by cowboys, indians and the tuscaderos of another age

**Southwest Tour Company**

Phoenix, AZ 85018 United States, Southwest

**Up-to-date Seasonal Candles**

This place is the perfect place to find gifts for candle lovers. Their inventory is set by the seasons so you will always find new and exciting things to buy

**Illuminations**

Scottsdale, AZ 85020 United States, Southwest

**Great Discount Gifts**

If you're looking for a place to do gift or holiday shopping on a budget, you have to check this indoor swap meet out

**Indoor Swap Meet**

Phoenix, AZ 85010 United States, Southwest

**Detail Information****Date Submitted**

11/13/2000

New

**Review**

Cost: \$500-1000

Time: 5 day to 1 wk

Family: Somewhat

11/13/2000

New

**Review**

Cost: \$15-50

Time: 20 min to 30 min

Family: Somewhat

11/13/2000

New

**Review**

Cost: \$5-100

Time: 1 hr to 2 hr

Family: Yes

86/124

FIG. 69

<b>Subject Added - Waiting Review</b>	
Carefully review this subject to ensure it meets our acceptance criteria	
<input type="button" value="Reject Subject"/>	<input type="button" value="Approve Subject"/>
<p><b>Superb full service Trek and Gary Fisher bike dealer</b></p> <p><b>Bicycle Showcase</b> 602-971-0730 3102 E. Cactus Phoenix, AZ Phoenix, AZ 85032 United States Northeast Valley</p> <p>Added 12/21/00 by member Sponsor1</p>	

87/124

FIG. 70.

**Suggested Improvements - in 12345 All****Value = 200 points each**

Earn more points - check out subjects waiting review in other categories

Page 1 of 1 &lt;&lt; Previous 1 Next &gt;&gt;

**Summary/Suggestion/Location**test bug # 797

qerf

test bug # 797Miami, FL 12345  
United States**Justification**

Priority: Extreme

Reason: Incomplete

Basis/Role: Reliable Source

**Date Submitted**

11/09/2000

Review

Page 1 of 1 &lt;&lt; Previous 1 Next &gt;&gt;

FIG. 71-A

<b>Helpful Hints</b> • Use <u>Edit Buttons</u> to add suggested improvements • Click on <u>Reject</u> to remove this suggestion • Click on <u>Delete</u> to remove this subject (only if subject is no longer available) • Click on <u>Approve</u> for subject to be published <a href="#">View FAQs</a>		<b>Suggested Improvement - Waiting Review</b> <b>Justification:</b> Priority: Low      Reason: Not Available      Basis: Personal Experience Suggestion: bugtast #808,02	
		<a href="#">Reject Improvement</a>	<a href="#">Recommend Deletion</a>
		<a href="#">Approve Improvement</a>	
<div> <div> <a href="#">Beautiful fresh flowers</a> <a href="#">Edit</a> Rosies Florist </div> <div> Service </div> <div> Buffalo, NY 90210 United States North </div> </div>			
<div> <div> <a href="#">Description</a> <a href="#">Edit</a> </div> <div> Fresh flowers of all types </div> </div>			
<div> <div> <a href="#">Special Instructions</a> <a href="#">Edit</a> </div> </div>			
<div> <div> <a href="#">Classifications</a> <a href="#">Edit</a> </div> <div> Shopping &gt; Florists </div> </div>			



FIG. 71-B

Member Ratings (1)		<a href="#">Edit</a>
Overall Rating		
Important Words		
Easy (1)		5.00
Enjoyable (1)		5.00
Fresh (1)		5.00
Friendly (1)		5.00
Relaxed (1)		5.00

Time Required: 5 min to 10 min [Edit](#)Estimated Cost: \$2-200 [Edit](#)When Available: All Year [Edit](#)

Estimated Time: 5 min to 10 min  
 Estimated Cost: \$2-200  
 Family Oriented: Yes  
 Availability: All Year  
[View details...](#)  
**Comments (1)**  
[Edit](#)  
 10/30/00 [Fresh](#)

90/124

FIG. 72

Recommended for Deletion in 12345 <input type="text" value="All"/> Value = 200 points each			
Earn more points - check out subjects waiting review in other categories			
Page 1 of 1 << Previous 1 Next >>			
Summary/Location <u>another test sub 2</u>	Justification  iii	Reason  Reason: Personal Experience	Date Submitted <b>Sponsored</b> 11/07/2000 <u>Review</u>
test subject 2 Miami, FL 12345 United States			
Page 1 of 1 << Previous 1 Next >>			

9/1/24

**FIG. 73**

<b>Recommended for Deletion – Waiting Review</b>	
The following subject has been recommended for Deletion	
Reason: klkjlkj	<input type="button" value="Save Subject"/> <input type="button" value="Delete Subject"/>

FIG. 74

<b>My Favorite Subjects (Edit these categories)</b>			
Store your favorite Subjects in your own customized categories.			
Accommodations(0)	Community Service(0)	Entertainment(0)	
Health, Fitness & Beauty(0)	Learning Opportunities(0)	My Shopping(0)	
Restaurants & Food(0)	Sights & Attractions(0)	Sports & Recreation(0)	

93/124

FIG. 75

**My Interests** (Edit my city, areas of interest, and/or organization)  
A list of subjects you might enjoy based on your profile.

New 5-Star Subjects for Sports & Recreation in Pinetop, AZ

All New Subjects for Sports & Recreation in Pinetop, AZ

All Subjects in Pinetop, AZ

Subjects rated Best of Best in Pinetop, AZ

All Subjects for My Organization [Bicycle Showcase , 85032]

**FIG. 76**

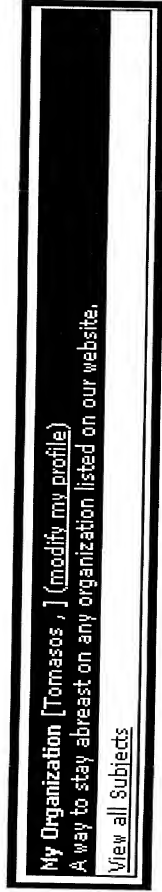


FIG. 77

My Rewards	
A detailed summary of your contribution and points earned.	
Points Earned	104,520
Account Balance	\$ 430

96/124

FIG. 78

**Rick's Points Earned**

December 21, 2000

**View Points Earned**

Since Inception ▾

**Points for this Period**

Points Earned

0

Point Goal

0

Goal Achieved?

Yes! Congratulations

**How my Points were Earned (view point history)**

Activity

Current Value Your Points Site Average

**Subject Contribution**Add Subject in Area

20

0

Subjects Added Outside of Area

20

0

Subjects Added in Area by Others

1

0

Suggest Improvement

5

0

Subject Viewed by Others

1

0

Subjects Deleted

-10

0

**Ratings & Comments**Add Comment

5

0

Overall Rating

5

0

Rating Descriptive Words

5

0

Comments Viewed by Others

1

0

**Extras**Recruit a Correspondent

5

0

Tell a Friend

5

0

Monthly Top Member

100

0

**Total Points Earned**

0



FIG. 79

Womp Correspondent 1's Points History			
November 10, 2000			
View Points History for:			
Filter by:	<div>Since Inception ▾</div> <div>Subjects Added in Area ▾</div>		
Point Transactions			Points Earned
Date	Transaction		
11/02/2000	659		900
10/31/2000	616		900
10/31/2000	642		900
10/31/2000	643		900
10/31/2000	644		900
10/31/2000	645		900
10/27/2000	580		900
10/27/2000	586		900
10/26/2000	568		900
10/25/2000	544		900
10/25/2000	545		900
10/24/2000	521		900
10/24/2000	527		900
10/24/2000	528		900

FIG. 80

Womp Correspondent 3's Account Balance			
November 13, 2000			
Current Account Balance			
		Cash out	\$430.00
View Account Transactions for		Last Month	
Account Transactions			
Date	Description	Transaction	Dollar Balance
10/25/2000	Subjects Added in Area	544	\$5.00
10/25/2000	Subjects Added in Area	545	\$5.00
10/24/2000	Subjects Added in Area	521	\$5.00
10/24/2000	Subjects Added in Area	527	\$5.00
10/24/2000	Subjects Added in Area	528	\$5.00
10/25/2000	Subjects Added Outside of Area	552	\$5.00
10/24/2000	Subjects Added Outside of Area	531	\$5.00
10/26/2000	Review Subjects	561	\$5.00
10/25/2000	Review Subjects	547	\$5.00
10/25/2000	Review Subjects	551	\$5.00
10/25/2000	Review Subjects	550	\$5.00
10/25/2000	Review Subjects	542	\$5.00
10/25/2000	Review Subjects	554	\$5.00
10/25/2000	Review Subjects	549	\$5.00
10/25/2000	Review Subjects	541	\$5.00
10/25/2000	Review Subjects	547	\$5.00
10/25/2000	Review Subjects	547	\$5.00
10/24/2000	Review Subjects	520	\$5.00
10/24/2000	Review Subjects	509	\$5.00
10/24/2000	Review Subjects	523	\$5.00
10/24/2000	Review Subjects	524	\$5.00
10/24/2000	Review Subjects	522	\$5.00
10/24/2000	Review Subjects	533	\$5.00
10/24/2000	Review Subjects	530	\$5.00
10/24/2000	Review Subjects	530	\$5.00

99/124

FIG. 81

**Cash Out - Minimum of \$20.00 is required for redemption.**

November 13, 2000

Cash Out amount (Your account balance is = \$430.00)

\*Enter Amount to redeem

\$ Minimum of \$20.00 is required  
for redemption.**Personal Information**

\*First Name

\*Last Name

\*Address Line 1

Address Line 2

\*City

\*State

Zip/Postal Code

12345

\*Social Security Number

Credit Card Type

Card Expiration Month

Card Expiration Year

Card Number

FIG. 82

**Tell A Friend****Share Word of Mouth about your favorite Subjects!**

Tell as many friends as you want -- you get points for **each friend** you tell! Fill out all fields.

**Subject:**

Word of Mouth Phoenix

**\* Enter your e-mail address:**

joe@womone.com

**\* Enter e-mail address of friend(s):**

Please separate e-mail addresses with a semicolon (;)

**Add your own personal message!**

Submit

FIG. 83

Ask for Kei	
Added 10/23/00 by member FPARHAM	
Personally Experienced this subject:	Yes
Qualification Level:	Slightly
	Age:
	Gender:
Kei is the master sushi chef that is a wiz with coming up with new and different dishes. He's awesome!	
100% of respondents find this comment useful.	
Do you?	
<input type="button" value="Useful"/>	<input checked="" type="button" value="Not Useful"/>

FIG. 84

Estimated Time:	Unknown
Estimated Cost:	Unknown
Family Oriented:	Yes
Availability:	All Year
<a href="#">View details...</a>	
<b>Comments ( 2 )    <a href="#">Add Your Comment!</a></b>	
01/08/01	<a href="#">Large Slices</a>
12/29/00	<a href="#">Order holiday pies to go!</a>

FIG. 85

Accounting Actions	
Select User Type	Correspondent
Select Action	Subjects Added in Area
Action SubCode	0
Point Value	20
Dollar Value	1
Action Group	Subject Activity
Bonus	
Average Monthly Dollars	0
Average Monthly Points	111
<div>Update</div> <div>Help</div>	

104/124

FIG. 86

Contests	
Select Contest Description	<input type="text"/>
Contest Description	<input type="text"/>
Contest Notes	<input type="text"/>
Entries Awarded	<input type="text" value="0"/>
Points Required Per Entry	<input type="text" value="1"/>
Active	<input checked="" type="checkbox"/>
Clear Old Entries	<input checked="" type="checkbox"/>
Date Entries Updated (Not updated yet)	
<input type="button" value="Add"/>	<input type="button" value="Remove"/>
<input type="button" value="Help"/>	



FIG. 87

New Category		Append	
<input type="text"/>			
Explanation		Insert	
<input type="text"/>			
<hr/>			
Existing Category		Update	
<input type="text"/>		Visible <input type="checkbox"/>	
Explanation			
<input type="text"/>			

106/124

FIG. 88

Regions

Select Region Type

State

Select Region

Region

Add

Remove

Help

FIG. 89

Countries

Select Country Name

Country Name

Add

Remove

Help

FIG. 90

Age Groups	
Select Age Group	<input type="text"/>
Age Group	<input type="text"/>
Low Age (years)	<input type="text" value="0"/>
High Age (years)	<input type="text" value="0"/>
Maximum Male Count (per postal code)	<input type="text" value="3"/>
Maximum Female Count (per postal code)	<input type="text" value="3"/>
Non Gender-specific Count (per postal code)	<input type="text" value="0"/>
<input type="button" value="Add"/>	<input type="button" value="Remove"/>
	<input type="button" value="Help"/>

FIG. 91

Bonus Points	
Select Bonus Description <input type="button" value="v"/>	
Bonus Description	<input type="text"/>
Primary Category	<input type="button" value="v"/>
Point Value	<input type="text" value="0"/>
Dollar Value	<input type="text" value="0"/>
<input type="button" value="Add"/>	<input type="button" value="Remove"/>
<input type="button" value="Help"/>	

FIG. 92

User Types	
Select User Type Description	<input type="text" value="Correspondent"/>
<hr/>	
Opinion Multiplier	<input type="text" value="4"/>
Point Goal	<input type="text" value="500"/>
Pool Amount	0
Total Contribution	0
<input type="button" value="Update"/>	<input type="button" value="Help"/>

FIG. 93

Feedback Subjects			
Select Feedback Subject	<input type="text"/>	<input type="button" value="Add"/>	<input type="button" value="Remove"/>
Feedback Subject	<input type="text"/>	<input type="button" value="Help"/>	

FIG. 94

Sponsorship Parameters	
One Time Sponsorship Fee	<input type="text" value="\$35.00"/>
First Subject Fee	<input type="text" value="\$24.50"/> per month
Subsequent Subjects Fee	<input type="text" value="\$1.00"/> per month
<input type="button" value="Update"/>	<input type="button" value="Help"/>



FIG. 95-A

# A Word of Mouth Survey offered by Jane Mittness

Welcome to our survey.

Ratings us a 5 for "very important"  
and a 1 for "not very important at  
all"

## Holiday Party

Items marked by an asterisk (\*) are required

	5	4	3	2	1
Diet Soda	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regular Soda	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
White Wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Red Wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Light Beer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Regular Beer	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rum	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vodka	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scotch	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

FIG. 95-B

### Any Comments?

If you have any additional comments, please enter them here. If your favorite beverage was not listed, please feel free to leave your preference in the comment section.

I'd also like to have orange juice.

*NOTE: Your comments will only be seen by the creator of this survey. Additionally, they will not be connected to your responses above.*

Submit

FIG. 96-A

**Survey Title**

The **Survey Title** is used to identify this survey within the survey management functions. Give your survey a name that is relevant to you.

Greg's Personalized Plate

**Offered By**

This field allows you to tell people who is offering the survey. It will appear as "A word Of Mouth Survey offered by *custom text*". If you leave this field blank, the offered by line will not appear on your survey.

Marilyn Manson

**Survey Topic**

The **Survey Topic** is used to describe your survey to survey respondents. Typically it will give you a specific item to focus on when rating the elements below.

Enter your choice on what Greg's personalized plate should say.

FIG. 96-B

### Survey Elements

The **Survey Elements** are the actual rating items for your survey. You can check the required box on each item if you want to require those be answered. If you need more elements than there are boxes, just click the link at the bottom to add some more.

Display Order	Text	Required	Delete
1	WOMONE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2	PAZNMMNY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3	CHKMGNT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4	VCHUNTR	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5	IMDAMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>

FIG. 97

**User Comments**

You can give each respondent the ability to leave a comment alongside your ratings. These comments will be viewed only by you the survey creator and would not be made publicly available even if your results are published.

☒ Collect Comments

**Date Options**

You can specify the date you want your survey to become active, as well as a date to cut off the responses. If you do not specify an end date, you will be able to inactivate the survey using the survey management pages.

Start Date  End Date   
*mm/dd/yyyy* *mm/dd/yyyy*

**Maximum Responses**

You can also put a limit on the number of total responses you would like to receive. Once this number has been reached, we will automatically inactivate your survey, even if it is before the end date. Conversely, if an end date is reached before your response quota, your survey will be inactivated as well.

Maximum Total Responses   
*use zero to specify unlimited*

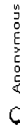
FIG. 98-A

### Response Validations

How you validate those who respond to your survey will affect what remaining options are available to you. There are two options available: **anonymous** and **email address**.

Anonymous is the simpler of the two. If you don't care who responds to your survey, or how many times they respond, but just want to listen to everyone's views on your topic without raising privacy concerns, use this option.

Email Address verification on the other hand, will allow you to limit which organizations respond to your survey and how many times a particular user responds. Additionally, an email verification will be sent to insure that the respondent is who they say they are.



### Response Limitations *(only available when requiring email address)*

If you are requiring an email address, you can also limit the number of times a given email address responds to your survey, and allow only email address from particular organizations (domain names) from responding to your survey.

Maximum responses per email address

*use zero to specify unlimited*

☒ Limit responses to these organizations

womone.com

*use commas to separate such as "womone.com, icann.org"*

FIG. 98-B

### Results Options

You can control who and when others can see the results of your survey. The options that allow only those who participated to view your results can only be used if you are requiring an email address.

- ☒ Results are always available to **anyone**
- ☐ Results are available to **anyone**, after the survey end date
- ☐ Results are always available to **anyone who has participated in the survey**  
(*email address must be required*)
- ☐ Results are available to **anyone who has participated in the survey**, after the survey end date  
(*email address must be required*)
- ☐ Results are **never available**

Submit

Cancel

120/124

FIG. 99-A

There are several areas with text that you are allowed to customize. This allows you to personalize your survey to your audience. We have listed here the fields that will be used based upon the options you selected.

**Survey Introduction** - This appears at the top of the screen when someone is responding to your survey. Use it to welcome your participants to the survey and perhaps to explain the goal of the survey.

Welcome to the survey! Let the president know where you'd like to have the Christmas party.

**Collect Email Address** - This appears when we collect the email address for a person wishing to participate in the survey.

Please enter your email address.

**Final Results** - This text would appear as an introduction to your results. This text is only shown once the survey has been inactivated. If you allow results viewing while the survey is active, a separate field is used.

Thanks to everyone for participating, the final results are as follows:



12/1/124

FIG. 99-B

**Current Results** - This text would appear as an introduction to your results. This text is only shown before the survey has been inactivated. Final results screens use the above text field.

Thanks for participating! Here's how the vote is going so far:

**Rating Scale** - This text appears above the rating legend. It is used to describe to the the respondent how to use the ratings.

Ratings use a 5 for "very important" and 1 for "not important at all".

Submit

Cancel

FIG. 100

**Completion Thank-You** - This text would appear as a thank-you for participating. This thank-you page is only shown after a person participates, but you do not allow view of results while the survey is active.

Thank you for your participation in our survey.

**Results Not Available** - This text can appear in several instances. It is used primarily when someone attempts to view the results of the survey directly (not after responding), but they are not available to that person. The unavailability could be due to the survey still being active, but you do not allow viewing while active. Or it could be someone who did not participate in the survey, and you only allow viewing to participants.

We thank you for your interest in the results of our survey. Unfortunately, these results are currently unavailable.

**FIG. 101****Congratulations, your survey is complete.**

Now that your survey is ready to go, you want people to respond. Below you will see your unique survey and results URLs. Use these to direct people to your survey.

The only way to get results is to show people where to respond to the survey. You can do this by posting the URL on your website or sending it in an email.

**Your Unique Survey URL**

<http://surveys.womane.com/s/1000067/27/s.iwun>

**Your Unique Results URL**

<http://surveys.womane.com/sr/1000067/27/s.iwun>

You can always view the results and manage your survey by using the [Survey Management Center](#).

[return to the homepage](#)

FIG. 102

## Account History

Date: 12/01/2000 09:23 AM

Charge Id: 0000000031

Survey	Description	Amount
Grand's Personalized Plate	Survey Setup Charge (1@ \$0.00)	\$0.00
TOTAL		\$0.00

CARD #: \*\*\*\*\* EXP: 00/0000

REF: \*\*\* NO CHARGE \*\*\* AUTH: \*\*\* NO CHARGE \*\*\*

Date: 11/30/2000 01:54 PM

Charge Id: 0000000029

Survey	Description	Amount
Where should we have the Christmas party?	Survey Setup Charge (1@ \$0.00)	\$0.00
TOTAL		\$0.00

CARD #: \*\*\*\*\* EXP: 00/0000

REF: \*\*\* NO CHARGE \*\*\* AUTH: \*\*\* NO CHARGE \*\*\*

Date: 11/30/2000 01:35 PM

Charge Id: 0000000028

Survey	Description	Amount
Where should we have the Christmas party?	Survey Setup Charge (1@ \$0.00)	\$0.00
TOTAL		\$0.00

CARD #: \*\*\*\*\* EXP: 00/0000

REF: \*\*\* NO CHARGE \*\*\* AUTH: \*\*\* NO CHARGE \*\*\*